

Matt Cardinal

EXPERIENCE

Microsoft Sept. 2021 - May 2024

Senior UX Designer

Security

- Aligned cross-functional teams on experience priorities.
- Applied user research outcomes to prioritize design decisions.
- Built wireframes and created user flows to visualize areas of opportunity.
- Shipped experiences to customers improving their communication and understanding of the Defender Experts service.
- Built tools for internal analysts to improve their efficiency and reduce context switching.
- Developed high-fidelity Figma screens that explain the design intention.
- Collaborated with engineering for a seamless handoff using Figma developer tools.

IBM June 2015 - Sept. 2021

Lead UX Designer

Hybrid Cloud

- Aligned multiple teams' installation processes for cloud resources.
- Used prototypes and user flows to discover divergent patterns across teams.
- Collaborated remotely with multiple stakeholders in each team using design artifacts and shared creation.

Watson IoT

- Lead designer responsible for building custom voice assistants for hospitality, automotive and enterprise.
- Planned and facilitated 4 client workshops to discover needs.

Global Business Services

- Managed junior designers through the design thinking process.
- Planned and facilitated 10 workshops for internal and external teams.
- Built internal tools that allowed business partners to increase their efficiency.
- Re-designed offering management onboarding process.

The Weather Company

- Designed and prototyped a developer SDK site to enable management of Weather API usage.

Safer Planet

- Conducted self-directed research with users.
- Worked directly with law enforcement to improve the experience of officers looking for suspect information in the field.
- Created user experiences through sketches, road maps and hills.

Signal Cycles Oct. 2008 - Mar. 2013

Owner, designer, fabricator

- Founded a custom bicycle fabrication company that designed and manufactured bespoke bicycles for customers.
- Managed website, tracked orders, communicated with customers and media.
- Awarded Best City Bike at North American Handmade Bike Show.

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EDUCATION:

Savannah College of Art and Design
Savannah, Ga
MA Industrial Design | 08/2014

Pacific Northwest College of Art
Portland, Or
BFA Fine Art | 05/2002

ACHIEVEMENTS:

Patent 11481088
Issued 9/21
Dynamic data density display

Patent pend. US20220365984A1
Published 11/22
Dynamic file identification from file sharing

PUBLICATION Fremont
Case study on city bicycle design.
Published by Ziba design studio

PUBLICATION New York Times
Feature on the Fremont bicycle
3/18/2012

PUBLICATION Core77
Oregon manifest creative
collaboration series

AWARD N American Handmade Bike Show
Best City Bike 2011

PUBLICATION Bicycles, a Passionate Pursuit

SKILLS:

- Design thinking
- Visual design
- Rapid prototyping
- Low fidelity sketching
- Figma, Sketch, Adobe CC
- Illustration
- User research