

Hello! 🙋 I'm **Matt Bulbul** – a product designer focused on UX/UI design, visual design, and branding.

## Work experience

### **Fetch Rewards - Senior Product Designer**

March 2021 - Current Chicago (Remote)

Fetch Rewards is a mobile app that changes the way that people shop and earn rewards for the products that they purchase every day. You can earn free rewards just by scanning your grocery receipts. Working as design lead on Play Pack where I help build social features and games for the app.

### **Simulmedia - Senior Product Designer**

Nov 2020 - March 2021, New York (Remote)

Simulmedia delivers better ROI through data-optimized audience targeting on national TV and enables predictable, scalable customer growth. Worked closely with Product Managers, other UI and Product Designers, Operations, and Developers to help build designs from idea to release.

### **King - UI/UX Designer**

May 2020 - Nov 2020, San Francisco Bay Area

Focused on the UI/UX design of the Candy Crush Royalty Program. Worked with UX designers, developers, product managers to develop a new platform that brought in a 50% conversion rate for new sign-ups. Designed new mockups, components, wireframes and user flows for cross-platforms.

### **Karmia - Senior UI/UX Designer**

Sep 2019 - May 2020, San Francisco Bay Area

Collaborated and led the product team to provide tailored user experiences. Helped and mentor junior designers. Developed wireframes, storyboards, mockups, prototypes, and more to communicate interaction and design ideas. Helped UXers for research, interviews, and testing activities to get closer user insights.

### **Apple - Interactive Production Designer**

Aug 2019 - Sep 2019, San Francisco Bay Area

Via Hogarth Worldwide worked at Apple for a new product launch. Collaborated with the product team to provide localized user interface designs. Developed mockups and prototypes for iPhone, iPad, Apple Watch, and Catalina.

### **BRANDCLINIC - UX Designer**

July 2016 - Aug 2019, San Francisco Bay Area

Worked for multiple projects including high quality UX design solutions through wireframes, visual, and branding guidelines, design systems, flow diagrams, storyboards, site maps, high fidelity mockups and prototypes.

### **Le City deluxe - Art Director**

April 2014 - July 2016, Florida

Created magazine layout designs, developed templates for e-newsletters, presentations, and sales kits. Designed UI and layouts for social media accounts.

### **Havas Worldwide (Euro RSCG) - Graphic Designer**

September 2010 - April 2014, Dubai

Developed creative concept designs and presentations for clients like Air France, Jotun, and Evian. Oversaw all design projects from conception to delivery.

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## Education

### **Designlab - UX Academy**

User Experience Design  
September 2019

### **Designlab - Design 101**

Design Systems  
June 2019

### **Mega University**

Graphic Design  
June 1999

## Skills

### **Brand**

Design Systems & Style Guides,  
Visual Brand Identity & Brand Development.

### **Design**

Visual Design, Interaction Design,  
Wireframes & Mock ups, Rapid Prototyping.

### **Research**

Design Exploration, User Research, Survey,  
Interview, Usability Testing, User Flow, Task  
Flow, A/B Testing, Feedback Review, Persona  
& Scenario.

### **Tools**

Pen and Paper, Figma, Miro, Protopie,  
Sketch Zeplin, Invision, Photoshop, Illustrator,  
inDesign, Slack, Jira, Balsamiq, XD.

### **Languages**

English, Russian, Turkish

## Achievements

Patent pending product design.

St. Francis College Brooklyn, NY  
2015 - 2016 Guest Speaker / Branding

Volunteer at Peace Islands Institute  
helped to organize events and forums  
to develop perspectives on social issues  
and build relationships among diverse  
cultures and traditions.