

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

## Work experience

### **Artisse AI - Head of Design (UX/UI)**

March 2023 - September 2023 - San Francisco Bay Area

Headed the design team in crafting engaging user experiences and visually appealing interfaces for an innovative photo social network powered by generative AI. Successfully delivered the first MVP across native apps and web platforms.

### **Strava - Staff Product Designer**

Jan 2022 - Jan 2023, San Francisco

Enhanced community engagement and storytelling by developing key social features and video tools. Redesigned the user-friendly onboarding experience and devised an intuitive body map UX for the Recover Athletics app, aiding in runners' injury prevention and management.

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

March 2021 - Jan 2022 - Chicago

Key contributor to the 'Solo to Social' initiative, designed features that transformed Fetch Rewards from a single-user to a socially-engaging, gamified platform, increasing user retention and engagement.

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

May 2020 - Dec 2020, San Francisco Bay Area

Worked on the Candy Crush Royalty Program, where I leveraged my UX/UI design skills to increase the sign-up ratio from 30% to 50%. I achieved this by enhancing user experience, introducing gamified elements, and creating an incentivized sign-up flow to engage and retain players.

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

Sep 2019 - May 2020, San Francisco Bay Area

Led the design team to create tailored user experiences and data visualizations for charity donations. Mentored junior designers and contributed to UX research and testing. Notably, amplified donor engagement and retention through strategic UX enhancements.

### **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 OS.

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

April 2014 - July 2016, Florida

Created innovative magazine layout designs, developed templates for e-newsletters, presentations, and sales kits, and designed UI and layouts for social media accounts, resulting in increased user engagement.

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

September 2010 - April 2014, Dubai

Developed creative concept designs and presentations for high-profile clients like Air France, Jotun, and Evian. I oversaw all design projects from conception to delivery, ensuring high-quality and timely deliverables.

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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

### **Research**

Remote User Research, Measuring UX and ROI, Analytics and User Experience, Journey Mapping, Design Exploration, Survey, Interview, Persona & Scenario, Usability Testing, User Flow, Task Flow, A/B Testing

### **Design**

Visual Design, Interaction Design, Wireframes & Mockups, Rapid Prototyping

### **Brand**

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

### **Tools**

Pen and Paper, Figma, Miro, Protopie, Sketch, Zeplin, Jira, Slack, Photoshop, MidJourney, ChatGPT

### **Languages**

English, Russian, Turkish

## Achievements

Top ADPList Mentor

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.

## Projects

### **Petsy.ai**

Jan 2023 - Present

Working on an ambitious personal project to transform pet photos into stunning digital masterpieces using generative AI.

