

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

Work experience

Branch - Staff Product Designer

December 2023 - Present - San Francisco Bay Area

Leading a UX audit of the entire onboarding experience, identifying and addressing key areas for improvement. I also oversee and enhance the overall design and usability ensuring a seamless and engaging user 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.

mattbulbul.com

hello@mattbulbul.com

267.670.9880

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.

