

Hello! 🙋 I'm **Matt Bulbul**

Senior Product Designer

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Work experience

Branch / Staff Product Designer

Led a UX audit of the entire onboarding experience, identified and addressed key areas for improvement. I also oversaw and enhanced the overall design and usability ensuring a seamless and engaging user experience.

DEC 2023 - MAY 2024, BAY AREA FULL-TIME

Artise AI / Head of Design (UX/UI)

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.

JAN 2023 - DEC 2023, REMOTE CONTRACT

Strava / Staff Product Designer

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

JAN 2022 - JAN 2023, SAN FRANCISCO IMPACTED BY LAYOFFS

Fetch Rewards / Senior Product Designer

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.

MAR 2021 - JAN 2022, REMOTE RESIGNED DUE TO PERSONAL REASONS

Candy Crush / UX/UI Designer

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.

MAY 2020 - DEC 2020, BAY AREA IMPACTED BY COVID-19

Karmia / Senior UX/UI Designer

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. Amplified donor engagement and retention through strategic UX enhancements.

SEP 2019 - MAY 2020, BAY AREA IMPACTED BY COVID-19

Apple / Interactive Production Designer

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.

AUG 2019 - SEP 2019, BAY AREA CONTRACT

BRANDCLINIC / Product Designer

Provided end-to-end product design services for startups. Worked on multiple projects including high-quality UX design solutions through wireframes, visual designs, design systems, high-fidelity mockups, and prototypes.

JUL 2016 - SEP 2019, BAY AREA FULL-TIME

Le City deluxe / Art Director

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.

APR 2014 - JUL 2016, REMOTE FULL-TIME

HAVAS / Graphic Designer

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.

SEP 2010 - APR 2014, DUBAI FULL-TIME

Education

Nielsen Norman Group

Certified UX Researcher, 2021

Designlab / UX Academy

User Experience Design, 2019

Designlab / Design 101

Design Systems Design, 2019

Mega University

Graphic Design, 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, Native iOS, and Android Mobile App

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

Projects

Petsy AI

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

JAN 2023 - PRESENT

Achievements

Top ADPList Mentor

Microsoft / Generative AI Project Grant Winner

Nielsen Norman / UX Certified Researcher

