

Matthew Mezo

(718) 812-6197

mmezo@mezodesign.com

www.mezodesign.com

I am a full stack designer with over 15 years industry experience. I have a proven ability to translate concepts into attractive and intuitive user experiences for web, mobile, and desktop applications. I am passionate about form and function, and am proud to have contributed work for companies such as The Knot, DKNY, Sony, AccuWeather, and AT&T.

Profession Accomplishments

- 2013 About.com Readers' Choice Award for Best Computer-Linked Pedometer/Activity Monitor winner: FitLinxx ActiPed Pebble Activity Monitor (Project Lead)
- 2012 About.com Readers' Choice Award for Best Computer-Linked Pedometer/Activity Monitor winner: FitLinxx ActiPed+ Activity Monitor (Design Lead).
- 2009 NACDS (National Association of Chain Drug Stores) Drug Store News Hot Products Editor's Pick: WellnessConnected desktop application (UX/UI Design)
- 2004 The Advertising Club of Westchester, 3 Gold Big W Awards for: Now Hear This website, Designtex website, and Dictaphone multimedia presentation.
- 2004 The Advertising Club of Westchester, Silver Big W Award for: Mitchel Gray website.
- 2001 Graphis New Talent Design Annual: 3 full pages of creative work selected for publication.
- 2000 The Art Directors Club in Manhattan, NY: 3D Design Art displayed gallery show.

Profession Experience

XO Group/GigMasters | Senior UX Designer | 6/2014-6/2016

GigMasters is a 2-sided transactional marketplace for finding and hiring any kind of event professional, from balloon twisters to fire-spinners. I was a member of the product department, working closely with executives and product owners to define UX documentation, create functional prototypes, and guide design during company rebranding efforts.

Key Accomplishments:

- Introduced user-centered design approach to inform key updates for website and apps.
- Led user research projects to improve knowledge of members and customer user groups.
- Lead designer of Android application for members.
- Conducted user research projects including on-site guerilla research, surveys, and usability sessions.

MKG/Visual Alchemy | Senior UX Designer | 6/2013-6/2014

Visual Alchemy is a marketing and advertising agency tailoring to the pharmaceutical market. I was a member of the technology department and worked closely with senior executives, stakeholders, and Subject Matter Experts to define UX documentation, create wireframes and functional prototypes, and work with internal and external development and design teams to ensure on-time completion.

Key Accomplishments:

- Created and launched event planning management tool MOSAIC.
- Created Key Opinion Leader website ACUITY, for finding and managing groups of KOLs.
- Created iOS and Android mobile applications for creating and editing physician presentations.

IO Practiceware | Visual UX Designer | 8/2012-6/2013

IO Practiceware is a leading Electronic Medical Record company, specializing in front and back-end software for physician scheduling and exams. I was a member of the technology department and worked closely with senior executives, stakeholders, and developers to define UX/IA documentation, create wireframes, and design and code interfaces.

Key Accomplishments:

- Lead design process to define design standards and iconography across all application interfaces.
- UI and design of major update to practice management administration software focused on new scheduling functionality.
- Contributed code for functional user interfaces.

Mirrorball | Freelance Design | 2012

Concept designs for company public website redesign, with focus on responsive design technologies and modern design sensibilities.

FitLinxx | Creative Director | 5/2006-10/2011

Since 1993, FitLinxx has been an industry-leading provider of wellness applications, wireless activity monitors and health tracking devices that motivate people to live active and healthy lifestyles. As part of the marketing and product teams, I was responsible for many creative roles, including: UX design, graphic design, industrial product design, print design, and some HTML development.

Key Accomplishments:

- UX and design of consumer-facing website for activity and health tracking (ActiHealth.com).
- Industrial design of activity monitor products with integrated UI.
- “Training Partner” and “Training Partner LE” product industrial design and interfaces.
- UX and design of WellnessConnected desktop application with partner company (A&D Medical).

Mitchel Gray Photography | Freelance Design and Development | 2001-2007

Designed and developed dynamic photography portfolio websites including custom administration tool. Created updated brand identity.

DKNY | Freelance Design and Development | 2005

Collaborated with Laird and Partners to create intro for DKNY 2005 fall fashion line. Responsible for creation of all functionality and product information pop-up windows.

Education and Technical Expertise

Education: BFA in Graphic Design, School of Visual Arts, NY, NY. Graduated May 2000

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, etc.) Axure, Microsoft Office Suite, Microsoft Blend, and numerous related programs.
I am equally proficient on Mac and PC platforms.

Development: HTML, CSS, Java Script, ASP, PHP, Action Script, WPF and XAML