

Matt Mannello

PRODUCT DESIGNER

Product Designer with 15 years of experience throughout the entire product delivery process. I value collaboration, rapid iteration towards clear long term vision, consistency, flexibility, user advocacy, and experimentation.

Skills & Strategy

- ✓ Interaction Design
- ✓ Responsive Web & Mobile (iOS/Android)
- ✓ Accessibility
- ✓ Code Literacy
- ✓ Cross-Functional Collaboration
- ✓ Design Strategy & Architecture
- ✓ Design Thinking
- ✓ Prototyping
- ✓ Design Systems
- ✓ Usability Testing
- ✓ AI-Assisted Design & Exploration
- ✓ Product Discovery
- ✓ Design Ops
- ✓ Mentorship

Work Experience

Aceable | Lead Product Designer

April, 2016 – September, 2025 (9.5 years)

- **Led end-to-end design projects** for new features, iterative improvements, and major integrations for responsive web and mobile learning platform.
- **Promoted, as team grew, to Lead Product Designer after joining as the first design hire**; defined the foundational product experience and helped drive company growth to 800,000 MAUs and \$25M annual revenue.
- **Built GRIT Design System** to improve speed of delivery, consistency, and scalability across multiple platforms, brands, and verticals.
- **Worked with Product & Development to pilot "Empowered Teams"** – small, fast-moving, cross functional teams tasked with improving outcomes rather than delivering specific features.
- **Accelerated design-to-development cycles by leveraging AI tools like v0 and Claude Code** to rapidly prototype and iterate on functional components, significantly reducing experimentation time.
- **Increased student engagement 3x** using Agile methods and product analytics as designer of a Virtual Instructor, an AI-powered, research-backed tool supporting students' online coursework.
- **Led major proctoring vendor migration** with complex and ambiguous requirements, limited resources, and no PM or lead engineer, while continuing role as main design contributor.
- **Mentored junior designers** on process, craft, and soft-skills.
- **Design architected the merger of 3 platforms** after acquisition of driversed.com and idrivesafely.com, reducing platform costs.
- **Built automated "Product Feedback Emails"** that autonomously gathered qualitative user feedback. Helped shape and influence product roadmap decisions and target design work to solve user pain points.

Bloomfire | Sr. UI/UX Designer

July, 2013 – April, 2016 (2.5 years)

Started as UI Developer, using advanced (at the time) CSS techniques to help scale. Transferred to UX/UI Designer on small design team. Led design on platform feature improvements and development projects on white-labeled B2B SaaS platform.

NetSpend | Sr. Web Designer / Front End Developer

March, 2011 – July, 2013 (2.5 years)

Designed and built static responsive web landing pages in HTML/CSS/JS for NetSpend and partners (PayPal & BET) in highly regulated financial space.

Portfolio

 mablahblah.com

Contact

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Tools

Figma | Sketch

Figjam | Miro

Protopie

Amplitude

Lookback

Illustrator

VS Code | Github

v0 | Lovable

Claude Code