

Matthew Mannello

PRODUCT DESIGNER

Pragmatic, **systems-oriented Product Designer** with **14 years of experience** balancing user needs and business goals. Brings deep **user-centered design** expertise and **design thinking** to the entire product delivery lifecycle. Strong believer in **consistency, planning long-term**, and **tailoring the design process to the problem**.

Skills & Strategy

- ✓ UX / UI Design
- ✓ Accessibility
- ✓ Responsive Web & Mobile (iOS/Android)
- ✓ Design Systems
- ✓ Prototyping
- ✓ Validation & Iteration
- ✓ Smooth Design-to-Dev Hand-off
- ✓ Cross-Functional Collaboration
- ✓ Design Strategy & Architecture
- ✓ Design Thinking
- ✓ User Research
- ✓ Product Discovery
- ✓ User Advocacy
- ✓ Stakeholder Management
- ✓ Rapid Delivery

Previous Roles

Aceable | [Lead Product Designer](#)

9.5 years (April, 2016 - September, 2025)

- Started as the first Product Designer, shaping early design direction, and advanced to Lead Designer as the company scaled to **~800,000 monthly active users and a ~\$25M annual revenue**.
- **Led end-to-end UI / UX design projects** for new features, iterative improvements, and major integrations for **responsive web and mobile** learning platform.
- Advocated for design systems to scale faster. **Improved speed of design and engineering delivery** by implementing the **"GRIT Design System."**
- Designed in semantic color tokens, themeability, and whitelabelity to our design system early to ensure scalability.
- **Design architected** and was primary product designer for the **merger of 3 platforms** after acquisition of driversed.com and idrivesafely.com, reducing platform costs.
- Designed and improved **internal platform** used by support, compliance, product, and Ops teams.
- Experimented with **AI-assisted coding** tools to experiment with and define reliable setups, prompts and workflows to **accelerate design exploration and testing**.
- Successfully **led major proctoring vendor migration** with ambiguous requirements while team was down a product manager and lead engineer **while continuing role as main design contributor**.
- Built first **product feedback pipeline**, autonomously collecting and periodically synthesizing 20-50 qualitative responses a day.

Bloomfire | [Sr. UI/UX Designer](#)

2.5 years (July, 2013 - April, 2016)

Solo visual UX/UI designer responsible for all design and experience for core product. Worked closely with UX team to create and maintain consistent and intuitive visual style and UI.

NetSpend | [Sr. Web Designer / Front End Developer](#)

2.5 years (March, 2011 - July, 2013)

Designed responsive web landing pages, product experiences, and built responsive front-end landing pages for NetSpend and partners (PayPal & BET) in highly regulated financial space.

Portfolio

 mablahblah.com

Contact

 matt@mablahblah.com

 347.495.5199

 linkedin.com/in/mablahblah

Tools

Figma

Figjam / Miro

Protopie

v0.dev / Lovable.dev

Amplitude

Lookback

JIRA / Trello

Confluence

Copilot / Claude / ChatGPT

Typeform / SurveyMonkey

After-Effects / Lottie

Illustrator

VS Code / Github