

# Matt Marino

## UX Designer

[www.mattwmarino.com](http://www.mattwmarino.com)

[mattwmarino@gmail.com](mailto:mattwmarino@gmail.com)

### ● CVS (Contractor)

Experience Designer (May 2021 - Aug 2023)

- Using design thinking methodology and UX best practices, created a variety of sign in and authentication experiences. These efforts included authentication, security, and profile management features for both web and native mobile platforms.
- Increased login success rates for Caremark and Specialty as of Aug. 2023 through design changes that impact millions of users including passkey integration (99.1% sign in success rate), the overhaul of Specialty forgot password (45.2% increase in success), and MNO Authentication.
- Collaborated on an identity management initiative to create single sign on (SSO) and simplify customer profile across business units, engaging in research, knowledge transfer, and short to long-term planning.

### ● Sovos

UX Designer III (Oct 2019 - Nov 2020)

UX Designer II (Jan 2017 - Oct 2019)

- Designed for multiple SaaS tax compliance applications, which included competitive research, interviews, personas, flow charts, wireframes, mockups, interactive prototypes, and usability testing.
- Contributed to and maintained an evolving platform-level UX design system/UI component library, based on Google's Material Design framework and Material-UI's React components.
- Participated in the Agile development process of multiple teams, including sprint planning, story writing, and editing.

### ● Multiple Employers (Freelance Contractor)

UX/UI Designer (May 2015 - Dec 2016)

- Designed the responsive user experience of a variety of corporate and educational websites (B2B and B2C) for various clients, working on behalf of several design/staffing agencies including Aquent and Braffton.
- Engaged in research, interviews, analysis and user testing to ensure great interactive experiences.
- Created wireframes and full visual mockups using a variety of software tools combined with extensive stakeholder design reviews.
- Designed visual components of websites, including iconography, vector art, edited photographs, and animated banners.

### ● Micro Center

Retail Compliance Coordinator (Apr 2012 - Feb 2015)

Lead Commissioned Sales Associate (Nov 2009 - Mar 2012)

### Methodologies/Skills

Competitive Analysis  
Feature Prioritization  
User Research  
Interviewing  
Personas  
Content Strategy  
Card Sorting  
Information Architecture  
Sketching  
Design Thinking  
Site Maps  
Wireframing  
Prototyping  
User Testing  
High-Fidelity Mockups  
Team Management

### Tools

Atlassian Suite  
Axure RP  
Balsamiq  
Confluence  
Figma  
HTML5/CSS3  
Illustrator CC  
InVision  
JIRA  
Justinmind  
Lucidchart  
Miro  
Omnigraffle  
Photoshop CC  
Rally  
Sketch

### Education

University of Massachusetts,  
Amherst  
B.A. History  
Minors Psychology, Sociology  
Class of 2009

General Assembly  
UXDI Immersive Program  
2015