Matt Sanislo

Product Experience Designer

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Strategically-minded designer and educator with hands-on experience developing intuitive, user-friendly softward, responsive websites, and mobile applications with a focus on improving end-user experience.

Work Experience

Frequency Networks | Sr. Product Experience Designer

APR 2023 - PRESENT, Los Angeles, CA

I design new features, tools, and enhancements to our software product, Frequency Studio, a tool used by industry-leading customers to manage 24/7 linear channel distribution to FAST/MVPD platforms. My responsibilities include:

- designing new tools/features to improve customer workflows for asset ingestion, content management, scheduling, and distribution
- using customer feedback, user metrics, and industry best practices to enhance existing tools and streamline workflows via wireframes and prototypes
- creating and maintaining a design library to ensure a consistent and visually engaging experience throughout the product and provide clear and intuitive UI

Cue Health | Sr. Product Experience Designer

JUN 2022 - APR 2023, Los Angeles, CA

I managed an international team of designers, collaborated with product and development managers to launch new features and create stylistic directions on both the mobile app and website, optimized our internal work processes, interviewed potential employees, and coordinated efforts with dev and QA teams.

Saatchi & Saatchi | UX Designer

JAN 2021 - JUN 2022, El Segundo, CA

I optimized Toyota's Owners website while introducing new features and tools via mixed-fidelity annotated wireframes, prototypes, and presentations.

Kaiser Permanente | UX Designer

JAN 2020 - DEC 2020, Pasadena, CA

I strategized and designed multiple projects across Kaiser's customer-facing website, and had to ensure strict ADA compliance across all experiences.

Teaching Experience

General Assembly | UXD Instructional Associate

FEB 2019 - APR 2020, Santa Monica, CA

I gave lectures, managed student projects, and provided feedback to UX students.

NYC Public Schools Dept. of Education | Orchestra Director

SPE 2007 - AUG 2018, Brooklyn & Queens, NY

I taught String Orchestra & Music Theory to elementary/high school level students.

Skills & Tools

DESIGN: Figma • Sketch • Photoshop • Zeplin • Principle • Personas • User / Wire Flows • UI Design • Design System Management • Mixed Fidelity Wireframes • Site Mapping • Feature Prioritization • Prototyping

PROFESSIONAL: Public Speaking • Teaching • Training • Keynote • Excel • Confluence • Jira • Trello • Asana • SquareSpace • Rubric-based Assessment • Curriculum Development • Agile Methodologies • Creative Writing

RESEARCH: User Interviews • Usability Testing • Surveys • A/B Testing • Test Reporting / Analysis • Contextual Inquiry • Card Sorting • Qualitative Research Synthesis

Education

General Assembly | UXD Immersive

AUG 2018 - OCT 2018, Santa Monica, CA

Visual Design (Part time)

FEB 2017 - MAY 2017, New York, NY

Front-End Web Design (Part time)

OCT 2015 - DEC 2015, New York, NY

Knowledge Delivery Systems | Online

JUN 2013 - AUG 2014, New York, NY

30 post-graduate education credits

Queens College | M.S in Music Ed.

SEP 2008 - DEC 2010, Queens, NY

Graduated *magna cum laude*

New York University | B.S in Music Ed.

SEP 2003 - MAY 2007, New York, NY

Graduated *magna cum laude*