

# Matt Gisin | Designer

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## PROFESSIONAL SUMMARY

Designer with expertise in creating visually appealing and user-friendly experiences. My background in graphic design enhances my ability to develop effective branding and social media strategies. I have a passion for delivering exceptional experiences, both in person and digitally.

## EMPLOYMENT HISTORY

Server & Barista, ACE Hotel, December 2023-Current  
Brooklyn, United States

- Delivered exceptional customer service, contributing to positive guest dining experiences.
- Ensured cleanliness and organization of dining area, supporting a welcoming environment.

UX Design Mentorship, Herald API, August 2024-December 2024  
New York City

- Led user research initiatives, generating insights that improved user engagement and satisfaction.
- Ran usability tests with 30 users, identifying pain points, and enhanced the user experience.
- Designed educational solutions in Figma, decreasing support tickets related to API documentation.

Marketing Designer, Twigeo, June 2022-April 2023  
Brooklyn, United States

- Developed cohesive branding and marketing campaigns for Meta and TikTok, quickly yielding a positive ROI.
- Redesigned landing pages and branding using data-driven strategies.
- Optimized user checkout flows through A/B testing, resulting in a 30% increase in conversion rates.
- Enhanced App Store ranking from the 75th to the top 25 in the Health & Wellness category through strategic brand improvements.

Graphic Designer, NaturesPlus, November 2019-August 2021  
Melville, New York

- Produced comprehensive visual content across various mediums, ensuring consistency in branding.
- Managed daily social media content for six brands, enhancing engagement and brand messaging.
- Executed digital communication strategy during COVID-19, generating essential health information content.
- Contributed to 60% increase in sales through strategic content creation during COVID-19 public health crisis.

Junior Graphic Designer, AECOM, August 2017-April 2019  
New York City

- Designed visual content for marketing materials and client presentations.
- Supported senior designers in executing complex design tasks efficiently.
- Created original designs, illustrations, and layouts for brochures, newsletters, and other marketing materials.

## EDUCATION

MS with High Honors

Human Computer Interaction and User Experience, Drexel University, December 2024

GPA: 3.8

Post Bachelor Certificate

Web Development, Drexel University, December 2024

Google UX Design Professional Certificate

Coursera, March 2022

BA with Honors

Graphic Design, SUNY Cortland, Cortland NY March 2019