

Matt Gisin

Product Designer · 914-282-2045 · matthewgisin@gmail.com · gisin.design · linkedin.com/in/gisin

Product designer based in New York with roots in graphic design and a genuine drive to fix what is broken. I find where people get stuck, understand why, and design solutions that feel obvious in hindsight without losing the craft. I use AI tools to move faster and prototype quicker, because spending less time on the mechanical stuff means more time on the thinking that actually matters. MS in Human-Computer Interaction from Drexel. Always picking up something new.

EXPERIENCE

Product Design Intern · Herald API · Jul - Dec 2024

- Designed visual Webhook documentation explainers to educate developers.
- Built a rapid iteration workflow using Google Stitch and Claude, cutting time spent on projects.
- Audited the full site across navigation, accessibility, and content, surfacing issues hurting conversion.
- Raised WCAG compliance from 75 to 90% and delivered 4 new pages within Herald's design system.

Marketing & Product Designer · Twigeo · Apr 2022 - Feb 2023

- Pitched and executed a full subscription modernization for Abide, launching a monthly plan on Apple at \$9.99.
- Redesigned the premium subscription experience across mobile and web, surfacing hidden features.
- Improved App Store ranking from position 75 to top 30 in Health and Wellness through ASO methods.
- Designed data-driven Meta and TikTok campaign creative using real App Store reviews and keywords.

Graphic Designer · NaturesPlus · Dec 2019 - Jun 2021

- Produced visual content across social, editorial, and digital channels for six health supplement brands.
- Developed animations and editorial carousels that consistently outperformed static posts.
- Designed editorial magazine spreads for Discover Life, integrating text and imagery for a content-first feel.

Junior Graphic Designer · AECOM · Jun 2017 - Feb 2019

- Supported pitch decks, proposals, and marketing materials for a global engineering firm.

EDUCATION

Drexel University · MS, Human-Computer Interaction & UX · High Honors · Dec 2024

Drexel University · Post-Baccalaureate Certificate, Web Development · Dec 2024

SUNY Cortland · BA, Graphic Design · Honors · May 2018

Coursera · Google UX Design Professional Certificate · Jan 2022

SKILLS & TOOLS

Design Figma · Prototyping · Interaction Design · User Research · Usability Testing · Design Systems · Information Architecture

Visual Typography · Branding · Adobe Creative Suite (Illustrator, Photoshop, InDesign)

Methods A/B Testing · Accessibility · WCAG · Competitive Analysis · Wireframing · ASO · HTML / CSS / JavaScript (foundational)

AI Tools Claude · Google Stitch · v0 · Midjourney · Galileo AI