

Matt Rigodanzo

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Work Experience

Product Designer, Facebook – Menlo Park, CA

April 2014 – Present

- Spearheading design on Facebook's Ads Creation experience, where advertisers create the ads that end users see on Facebook. Have overseen design for a variety of platform expanding initiatives, including the ability to create video and carousel ads as well as consulting on Instagram support and integration.
- Led a redesign effort of the Facebook Ads Manager product, where advertisers go to view performance of their ads and make changes. The redesign has been rolled out to all Facebook advertisers resulting in a 6 point increase in user sentiment.
- Designed a new feature coined "Create Similar" allowing advertisers to duplicate pre-existing ads, makes small changes, and publish. Resulted in a 2.6% increase in revenue; approximately 15% of Facebook's total revenue flows through this feature.
- Collaborate with researchers to organize and conduct various forms of customer research, including usability studies and customer interviews, resulting in better insights about user behavior and mindset during ad creation and management processes.

Senior Interaction Designer, Intuit – San Diego, CA

August, 2012 – April, 2014

- Collaborated with a large, agile development team to optimize the TurboTax checkout and post-filing experiences.
 - Redesigned the reject experience (seen when returns are rejected by the IRS or State Department of Revenue). Resulted in the highest score of any in-product experience by TurboTax's frontline care agents grading on ability to reduce customer support call volume.
- Was the interaction designer on a new TurboTax product that optimizes the tax preparation and filing process for simple filers, allowing them to file their taxes in as little as 10 minutes, creating a competitive advantage for Intuit.
- Research and create analysis document of business, consumer, technology, design, and political/social trends in order to inform the strategy of TurboTax for the upcoming tax season. Presented findings to the General Manager and SVPs of TurboTax. Among other process changes, the research brought about a higher degree of understanding and implementation of responsive design among the TurboTax design community.
- Worked as part of the development/design team that redid the TurboTax checkout section resulting in a 650,000 increase of incremental users; the largest in-product win in the history of TurboTax.
- Wrote, shot, and edited short vision videos for new product features. Shown at employee all-hands and Board of Directors meetings. Resulted in higher prioritization and more resources allocated to creation of said features.

Education

University of California Los Angeles (UCLA)

September, 2008 – June, 2012

B.A. in Design | Media Arts, Graduated Phi Beta Kappa

This program emphasizes design principles and history coupled with practical applications in user interface design, motion graphics, visual communication, and branding. Writing, presentation, and analytical skills are utilized when evaluating product designs and identifying brand strategies. Skills learned include web design, user interface design, graphic design, game design, computer and web programming, 2D and 3D animation, and video and sound production. Through my General Education requirements, I also received a broad liberal arts education.

Skills

Sketch	HTML
Adobe Photoshop	CSS
Adobe InDesign	JavaScript
Adobe Illustrator	Framer JS
Adobe Premiere	Autodesk Maya
Adobe After Effects	Omnigraffle

Awards & Honors

Graduated Phi Beta Kappa
UCLA Dean's List
UCLA DMA Scholarship recipient 2009-2011
HS Scholar Athlete Scholarship recipient 2008
Artwork featured in Getty student exhibit
Intuit spotlight award recipient