

MATT MITCHELL

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SUMMARY

Product / UX Designer focused on **design systems, accessibility, and fast prototyping**. **Agentic tooling expert**, having **shipped multiple design projects (plugins + native apps)** and lead end-to-end design work from discovery, wireframing, iteration, high-fidelity UI.

CORE SKILLS

Product Design: Problem framing, user flows, information architecture, interaction design, **responsive UI**

Systems: Design systems building, component libraries, variables, **design tokens**, properties

Research & Validation: User interviews, concept validating, **usability testing**, heuristic evaluation

Accessibility: Semantic variable architecture, contrast checking, key component states, **WCAG, a11y**

Design Tooling: Figma, Framer, Figma Make, Google Stitch

Agents: Codex, Claude Code, CLI tools, **Agent Skill Creation**

RELEVANT PROJECTS

Heroglyphs | MacOS Swift App (Typeface Design Tool) - 2026

- **Architected Agent Skills and scaffolded a Swift Xcode** project to enable Agentic coding tool success in building a native design tool with optimized development workflows
- **Used leading AI coding models** like Codex to plan, review, test and iterate on progress in development

Sonic | Framer Plugin (Design Tokens + Accessibility) - 2026

- **Built and shipped a Framer plugin** that generates semantic, accessible tokens for typography and colour styles.
- **Improved design to build workflows** by reducing time needed setting up early project structuring

PROFESSIONAL EXPERIENCE

Freelance Product Designer | Web & UX/UI - Jan 2023 - Present

Midtown Med Spa & Orostone Farms (Ongoing) | Website & Product Design - 2025 - Current

- **Owned full design workflow end-to-end** to deliver high end improvements and development of new responsive user interfaces

Sunlife Financial | Insurance Roles - Jan 2017-2024

- **Delivered accurate outcomes** in a regulated environment; **collaborated cross-functionally** and **followed documented processes**.

EDUCATION & CERTIFICATIONS

Bachelor of Commerce (B.Comm) - Toronto Metropolitan University (formerly Ryerson University) - Graduated 2017

Google AI Professional - Coursera - 2026

Advanced Figma Course Certification - Designlab - 2024

Google UX Design Certification - Google x Coursera - 2023