

# Matthew Gallagher

PRINCIPAL UX DESIGNER



## CONTACT

### SITE

mattgallagher-ux.com

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### PHONE

617.233.2368

### BASED

Greater Boston

## SKILLS

Design systems

Figma

Accessibility (WCAG 2.2)

Accessibility personas

User testing

UX for AI

Information architecture

Prototyping

HTML

CSS

JavaScript

Graphic design

## EDUCATION

### B.A. Graphic Design

Roger Williams University, 2015

## EXPERIENCE

### Fidelity

2022 to now

#### Principal UX Designer

I own the design for Fidelity's institutional crypto products, the platform high net worth clients and institutions use to custody and move large digital asset positions. I came into flows that were complex enough to quietly lose users and rebuilt them into something people trust with serious money, where a single unclear step is a real financial risk rather than a minor annoyance.

- Built the product's Figma design system from scratch, with variables, light and dark modes, and documented component APIs, so multiple squads now design and ship from one source of truth instead of redrawing the same patterns.
- Stood up accessibility persona research covering assistive technology, low vision, motor, and cognitive needs, then rebuilt the core flows to WCAG 2.2 AA and closed the gaps automated audits never catch.
- Planned and ran the moderated and unmoderated usability studies that settled long-running design debates, translated the findings into prioritized changes, and drove them into the backlog through to release.
- Defined how AI shows up in the product: how prompts and responses behave, what stays transparent, when it hands off to a person, and how clients stay in control of their money.
- Partnered daily with engineering and product to ship the work, keeping the design system and the live product in step as both evolved.

### Sallie Mae Bank

2015 to 2022

#### User Experience Developer

Led prototyping across the consumer banking experience in an agile environment, hand-building working prototypes in HTML, CSS, and JavaScript so the team could user-test real interactions instead of static mockups throughout the UX process.

- Founded the design system effort, grounded in atomic design, and grew it from a few shared patterns into a resource the whole team designed and built against.
- Applied the Lean UX Canvas and information architecture lenses to keep cross-functional conversations focused on the customer experience rather than internal preference.
- Produced wireframes in Sketch driven directly by research and usability testing, and iterated on them as findings came in.
- Worked alongside designers and engineers to turn validated prototypes into shipped product.

### Scratch Marketing and Media

2015

#### Graphic Designer

Designed and produced online media assets for client campaigns on tight deadlines, while expanding into web design and information architecture and laying the foundation for a move into UX.