# Max Vecchitto

## Product Designer

RESEARCH · UX DESIGN · PROTOTYPING

I am an accomplished Product and UX Designer with over 8 years of experience in customer success roles. My expertise lies in leveraging data-driven design principles to elevate the entire customer journey. Proficient in front-end development, I excel in creating intuitive user interfaces and enhancing website interactions. My skill set encompasses all aspects of UX, including research, wireframing, prototyping, and the effective implementation of design systems.

📍 Denver CO

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## Skills

- User Experience Design
- User Interface Design
- User-Centered Design
- Effective Time Management
- HTML/CSS Knowledge
- Collaboration
- Communication
- Project Management

- UX Research
- Adaptability
- Information Architecture
- Feedback Incorporation
- Usability Testing
- Userflow & Wireframing
- Prototyping
- Visual Design

# Experience

### Jan 2023 – Aug 2023 | CO
**This Land, Inc.**   sunday

### Product Designer
- Orchestrated in-depth user research, encompassing user interviews, surveys, and usability testing, to intimately understand customer preferences, refine design strategies, and optimize user-centered solutions.
- Spearheaded the creation of intuitive user interfaces, crafting wireframes, interactive prototypes, and high-fidelity designs that effectively communicated design intent and interactions.
- Championed the optimization of website interactions by identifying and minimizing friction points, resulting in an improved user flow and heightened overall user satisfaction, as well as increased purchase rates by 7% through optimization.
- Developed innovative tools enhancing customers' lawn care experiences, driving engagement, retention, and boosting Customer Lifetime Value (CLTV). 10% of users that used the feature I designed entered our purchase funnel.
- Iterated and improved on Sunday's Design System.

### Dec 2021 – Jan 2023 | CO
**Fuego UX**   fuego ux

### Product Designer
- Led multiple projects for Fortune 500 companies, demonstrating expertise in design execution through Figma.
- Designed a SaaS platform for hundreds of thousands of users, utilizing atomic System Design principles to enable efficient scaling.
- UX designs led to an over 80% click reduction for users submitting candidates through the VMS platform.
- Conducted comprehensive UX research, including user interviews, journey mapping, and user stories.
- Managed client relationships, designing MVP wireframes and prototypes catering to various user groups.
- Implemented and maintained a robust design system and process for streamlined workflows.

### Aug 2021 – Dec 2021 | CO
**Cactus, Inc**

### Product Designer
- Led mobile and desktop web redesign projects, focusing on atomic component-level design and final page layouts.
- Collaborated cross-functionally with developers, utilizing rapid wireframing and prototyping in Figma to address user and business needs.
- Managed information architecture, site mapping, and CMS creation, contributing to improved user experiences.
- Crafted personas, user journey maps, and service delivery strategies to enhance product usability.

# Education

### 2020 – 2021
**Digital Product Design**
University of Colorado, Boulder, CO
Master of Arts

### 2007 – 2012
**Environmental Science**
Humboldt State University, Arcata, CA
Bachelor of Science

# Tech

**Advanced**
- Figma
- Adobe Suite
- UserTesting
- Hotjar
- Zeplin
- Miro

**Intermediate**
- Sketch
- Google Analytics
- Protopie
- Invision
- Balsamiq
- Frontify

**Basic**
- Unity
- Blender
- Fusion
- Visual Studio
- HTML/CSS
- Javascript