

# Matthew Ferrando

Product Designer and Game Designer

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## EXPERIENCE

### UX Designer/Researcher • Ursa Nova 2023-2024

- Conduct market research and market fits to establish user base
- Competitive analysis into e-Commerce sites and other eco-marketplaces
- Create wireframes with implementation notes for developers

### UX Designer • Loft Story 2022-2023

- Establish and set deliverables and timelines for team
- Determine potential demographics through market fit and competitive analysis
- Utilize feedback to determine best practices for implementing the product and brand

### Game Designer • Hunt-A-Killer 2020

- Create product/game for office environments that promote team-building
- Develop art direction with graphic designers
- Establish relevant materials for sourcing

### Product Manager and Designer • Testingmom.com 2017-2018

- Create game architecture with functionality and onboarding for game portals.
- Wireframe front-end and administrative backend systems for developers.
- Develop narrative and art direction based on Testingmom.com's intellectual property.

### Associate Producer • Dopamine 2015-2016

- Apply behavioral design methods to clients' campaigns and applications to drive engagement
- Work with the UX team to create wireframes for developers and clients.
- Research and develop reports with competitive/analogous analysis for clients.

### Senior Game Designer • Urban Island Games 2013-2016

- Releases: Successful Kickstarter Campaigns Emergents: Genesis (2014) Funemployed (2013)
- Design, develop, and consult on future game releases.
- Video and Audio production within Adobe Premiere.

### Game Producer • 5th Planet Games 2012-2013

- Releases: (2012) Legacy of Heroes; Wonderland: Boardgame by Zenescope (2011) Clash of the Dragons
- Communicated with clients and partners for maintenance and state of games
- Worked with creative and QA teams for development and content management
- Innovate ways for maintaining and growing healthy playerbases for social games

### Game Designer • To Be Continued LLC 2007-2012

- Releases: (2011) Clash of the Dragons; Walking Dead: Boardgames (2010) Alice in Wonderland: Boardgame (2008-2012) Twilight Boardgame Series (2007-2009) Chaotic TCG
- Design and develop games/products for clients based on their licenses
- Develop market reports on products, licenses, and companies within industry
- Grassroots marketing at conventions and trade shows, like Gen Con and Comic Con

## SKILLS

Wireframing - Prototyping - UX Research - Kanban - Onboarding- Game Design - Gamification - Graphic Design - Video/Audio Production - Product Management -Tutoring

## EDUCATION

**CUNY Hunter College**  
Bachelors of Media Studies 2012

**General Assembly**  
Certificate of Product Management 2018