

# Matt Golino

Senior Product Designer

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## OBJECTIVE

Product designer with experience across AI-assisted e-commerce, immersive technology, and UX research, seeking to shape products that make complex systems and emerging technology feel intuitive, trustworthy, and human.

## PROFESSIONAL EXPERIENCE

### Zenni Optical | Senior Product Designer & Researcher

Jan 2024 - March 2026 | (San Francisco, CA)

-Led a 4-person VR eye exam initiative as designer, researcher, and PM, shaping interaction models, testing, and iteration for a vision-testing experience later published as Zenni Vision VR on the Meta Quest Store.

-Served as primary designer on an AI Search initiative, creating flows, high-fidelity Figma designs, reusable components, and responsive web/mobile patterns for developer handoff.

-Shaped an AI Lens Customization Agent by leading research synthesis and interaction design for a contextual virtual optician in Zenni's lens flow.

-Ran UserTesting studies across AI and purchase-path work, helping translate research findings into product decisions, UX copy, and design iteration.

-Contributed to design systems and migration work, refining shared Figma components and implementation-aware product design in a large e-commerce environment.

### ZenVR | Founder & Design Lead

May 2019 - Present | (San Francisco, CA; Atlanta, GA)

-Founded, built, and led a VR startup with over 30 contributors, successfully delivering a VR meditation app to thousands of Meta, Steam, and Pico users

-Designed immersive features including lantern calligraphy, mindful rowing, mixed reality walking meditation, and onboarding flows for consumer and clinical contexts.

-Directed product strategy, prototyping, user testing, and cross-functional collaboration across research, design, engineering, and clinical partners.

-Conducted and translated mixed-methods research into product direction, contributing to a CHI 2022 publication on VR meditation learning.

-Mentored 10+ MS-HCI student research and design teams, guiding scoping, literature reviews, study design, prototyping, evaluation, and implementation of ZenVR features.

### Google, YouTube VR | Virtual Reality UX Design Intern

May 2019 - August 2019 | (San Bruno, CA)

-Designed and prototyped interaction patterns for "Movies & Shows" in YouTube VR; supported user testing and shipped production features.

### General Motors | Front-end Developer/UI Specialist

August 2016 - August 2018 | (Roswell, GA)

-Designed and implemented user-facing retail web interfaces in React and AngularJS, contributing to tools used daily by thousands of car dealerships.

### SapientNitro | Leap Motion Development Intern

June 2015 - August 2015 | (Buckhead, GA)

### Gartner | Backend Software Development Intern

June 2014 - August 2014 & January 2015 - May 2015 | (Stamford, CT)

## EDUCATION

### Georgia Institute of Technology

#### MS Human-Computer Interaction

Graduation Date: May 2020

HCI Best Master's Project Award

GVU People's Choice Award

#### BS Computer Engineering

Graduation Date: May 2016

1st Place CompE Capstone Project

## SKILLS

### Design

Figma	VR/AR Prototyping
Adobe Suite	AI Prototyping Tools
Blender	Wireframes
Miro	Lo/Hi-fi Mockups
Storyboards	User Journey Map

### Research

Survey	User Interview
Card Sort	Unmoderated Testing
Diary Study	Longitudinal Studies
Heuristic Eval	Usability Testing
Co-design	Affinity Mapping
Workshops	Qualitative analysis

### Technical

Unity VR/AR	Oculus/Meta Quest
C#	Pico + SteamVR
Python	ReactJS
Jira	HTML / CSS / JS

### Leadership and Service

Eagle Scout  
Volunteer Assistant Scoutmaster  
SF Zen Center YUZ Lead

## PUBLICATIONS

Feinberg, R., Lakshmi, U., Golino, M., & Arriaga, R. (2022). ZenVR: Design Evaluation of a Virtual Reality Learning System for Meditation. CHI 2022. DOI: 10.1145/3491102.3502035