

Matt Golino

UX Researcher and Product Designer

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OVERVIEW

UX researcher and product designer working across AI-integrated products, mental health technology, immersive systems, and complex consumer experiences. I use qualitative and quantitative research to understand user needs, evaluate emerging concepts, and translate findings into product direction.

PROFESSIONAL EXPERIENCE

Zenni Optical | Senior Product Designer & Researcher

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

- Led UX research across AI and purchase-path initiatives, using unmoderated testing, surveys, interviews, and iterative prototype evaluation to translate user findings into product decisions, UX copy, and interaction design.

- Owned research for a new product initiative from concept through launch as designer, researcher, and PM, leading user testing and synthesis, guiding iteration and validation, and helping launch Zenni Vision VR on the Meta store.

- Designed AI-integrated e-commerce experiences across AI Search, purchase-path UX, and a contextual Lens Customization Agent, helping users navigate complex product decisions with greater clarity and confidence.

- Contributed to design systems and migration work, creating and refining shared Figma components, responsive web/mobile patterns, implementation specs, and QA feedback for developer handoff.

ZenVR | Founder & Product Lead

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

- Founded and led research for an immersive meditation platform spanning consumer, academic, and clinical contexts, used by thousands of VR users.

- Conducted mixed-methods HCI research on VR-based meditation learning, including a 6-week longitudinal study with 150 participant sessions; co-authored publications at CHI '22 and CHI EA '26.

- Led clinical and stakeholder research in adolescent mental health settings, including therapist interviews, protocol development, grant-funded research planning, and adolescent co-design with clinical and academic collaborators.

- Translated research findings into product strategy, prototypes, user testing, and iterative product decisions while coordinating across research, design, engineering, and clinical partners.

- Mentored 10+ MS-HCI teams across literature reviews, research questions, study design, prototyping, evaluation, analysis, and implementation.

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

PUBLICATIONS

Bezabih, A., **Golino, M.** J., et al. (2026). VR Meditation Training in Adolescent Mental Health Settings. CHI EA 2026. doi:10.1145/3772363.3798365

Feinberg, R., Lakshmi, U., **Golino, M.**, & Arriaga, R. (2022). ZenVR: VR Learning System for Meditation. CHI 2022. doi:10.1145/3491102.3502035

SKILLS

Research

Survey	User Interview
Card Sort	Unmoderated Testing
Diary Study	Stakeholder Discovery
Study Design	Longitudinal Studies
Co-design	Usability Testing
Mixed	Qualitative Analysis
Methods	Research Synthesis

Design

Figma	AI Prototyping Tools
Adobe Suite	Responsive Design
Blender	VR/AR Prototyping
Wireframes	Lo/Hi-fi Mockups
Storyboards	User Journey Maps

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