

Matthew C. Lau

DESIGN ENGINEER

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Design Engineer who designs and ships production web apps end-to-end. Pairs an enterprise design-systems and research background (200+ usability tests at Collette) with full-stack delivery in Next.js, React, and Go — accessible and measured, not just prototyped.

EXPERIENCE

Freelance Design Engineer

2026 - Present

- Rebuilt Edison Dental 27 end-to-end — replacing a slow WordPress/Elementor build with a statically-generated Next.js 16 / React 19 / TypeScript app — adding a live open/closed call-to-action, a password-protected panel for non-technical staff to update hours without code, and Schema.org structured data the old site lacked.
- Shipped at **94 Lighthouse performance / 100 accessibility** (0 axe violations) on mobile and cut the hero image 79% (1.2 MB → 248 KB); structured data now passes Google's Rich Results Test.

UX/UI Designer — Collette Vacations

Pawtucket, RI · Jun 2022 - Dec 2024

- Architected an atomic Figma design system and led the company's first Dev Mode rollout, standardizing UI across 4+ product lines and **reducing design-to-dev handoff time by 30%**.
- Drove a data-informed redesign from **200+ usability tests, increasing user task completion by 20%**; presented findings to executive stakeholders.
- Designed and shipped marketing and booking-flow features, ensuring high-fidelity implementation through tight cross-functional alignment.

Operations & Tooling Assistant — Kumon Learning Center

Flemington, NJ · Aug 2025 - Present

- Built and shipped a **Chrome extension (Manifest V3)** that automates the grading-correction backlog on Kumon's Class-Navi platform, converting a multi-day manual process into an unattended ~25-minute run — a **~96% time reduction**.
- Audit and troubleshoot Kumon Connect workflows; design and produce brand-aligned print and digital marketing assets.

Freelance UX/UI Designer

Oct 2018 - Jan 2022

- Designed and built the original Edison Dental 27 practice website (WordPress/Elementor).
- Designed Forecastagility, a data-visualization tool, in a Vue.js/Vuetify environment with Infinite Corporation.
- Consulted with EY Design Studio; delivered high-fidelity prototypes for internal Morgan Stanley tools.

SELECTED PROJECTS

- ollae** — No-account group RSVP — share one link, see who's in. Go · PostgreSQL · React 19, with Claude-parsed event details. [ollae.app](#)
- pocalab** — Browser-based K-pop photocard generator: crops to the official 55×85 mm print spec and exports a print-ready duplex PDF, fully client-side. React 19 · pdf-lib. [pocalab.app](#)
- Worship Slides Generator** — Turns Planning Center PDF setlists into formatted PPTX decks in under a minute (≈45 min by hand). Node.js · Express · pdfjs-dist · PptxGenJS.

EDUCATION

B.A. Computer Science — Rutgers University

New Brunswick, NJ · Sep 2013 - May 2017

SKILLS

- | | |
|-------------|--|
| DESIGN | User Research & Strategy, Usability Testing, Atomic Design Systems, Rapid Prototyping, Figma, Dev Mode, Adobe Creative Suite, Sketch |
| ENGINEERING | HTML5, CSS, JavaScript, TypeScript, React, Next.js, Node.js, Python, Go, SQL, Git |