

MATT HOMCO

PRINCIPAL PRODUCT DESIGNER & AI SOLUTIONS CONSULTANT

Enterprise AI • Intelligent Automation • UX Engineering

PROFILE

Principal product designer and technical consultant with 10+ years spanning enterprise UX, front-end development, product ownership, automation, and applied AI. Independently leads complex product and workflow problems from stakeholder discovery and user/workflow analysis through experience definition, implementation, UAT, and production delivery. Combines traditional UX practice with hands-on technical depth and applied AI, including enterprise LLM/RAG experiences, AI evaluation, and agentic AI-assisted development.

CORE CAPABILITIES

Applied AI: OpenAI, AWS Bedrock, Claude, LLM/RAG product experience, prompt engineering, AI evaluation, agentic AI-assisted development

Automation & Integration: Tray.ai, Workato, REST APIs, Power Apps, SharePoint

Product, UX & Solution Design: Figma, stakeholder discovery, user & workflow analysis, requirements, solution design, interaction/workflow design, prototyping, UAT, acceptance criteria

Development & Delivery: HTML, CSS, JavaScript, Angular, backlog prioritization, scope/change management, demos, release coordination

PROFESSIONAL EXPERIENCE

STRANGEBRAIN LLC | 2024 – Aug 2026

Principal Intelligent Interaction Designer

- Led enterprise client engagements from discovery and solution definition through product/UX design, technical implementation, UAT, and delivery, working directly with stakeholders to translate complex business and workflow requirements into actionable product and technical solutions.

Regional Healthcare Services Organization

- Reconstructed business intent from complex inherited Workato recipes within a broader Workato-to-Tray.ai migration, analyzing dependencies, data mappings, conditions, and API interactions rather than copying workflows one-to-one.
- Personally designed and implemented Tray.ai orchestration and SQL Server T-SQL stored procedures using SSMS, writing, executing, debugging, and testing data transformations while consolidating API calls and workflow logic.
- Delivered three invoice-generation workstreams through client UAT into production. Used Claude and agentic AI to assist analysis, development, debugging, and testing, independently validating logic and outputs against business requirements.

Andersen Tax

- Owned end-to-end design and implementation of employee lifecycle automation, translating stakeholder requirements into Power Apps interfaces, SharePoint data structures, Workato workflows, and REST/API integrations for seasonal onboarding/offboarding and account provisioning/deprovisioning.
- Continued testing and production iteration of the solution over multiple years and separately worked 1:1 with the client on stakeholder discovery, wireframes, and high-fidelity design for a tax dashboard.

Absorb

- Led product experience and prototyping work alongside two AI engineers on AWS Bedrock proof-of-concepts spanning video understanding, AI voice conversations, and AI-generated lecture video; contributed prompt engineering, AI/tool evaluation, UI development, testing, and executive presentations, then oversaw the engineers' ongoing consulting work.

Additional Enterprise Delivery

- Delivered a production employee-directory redesign and front-end build for Des Moines University and Tray.ai event/HubSpot automation migration work for SignalFire.
- Led and mentored backend and AI engineers across client engagements through recurring 1:1s, coaching, blocker removal, and delivery accountability.

CLOUDSCALE | 2021 – 2024

Principal Visual Experience Designer & Product Owner

Earlier roles: Senior UX Designer; UX Designer

Major Beverage Company

- Owned end-to-end UX for enterprise logistics, administration, and ordering experiences over approximately 2.5 years, including a new promotional/sample ordering application; worked directly with stakeholders to understand goals and workflows, translate requirements into interaction decisions and interactive Figma prototypes, and personally implement front ends in HTML, CSS, JavaScript, and Angular while partnering with backend engineers through UAT and production delivery.

Large U.S. Law Firm

- Designed and coded the front end for a deployed internal OpenAI/RAG assistant, working directly with senior law-firm stakeholders and AI engineers to define conversational behavior, test grounded responses against user needs, and iterate the experience as the underlying AI was tuned.
- Designed and implemented the frontend experience for an AI-assisted Private Placement Memorandum generation prototype and demonstrated it to legal stakeholders; the prototype was not launched. Also conducted stakeholder research and high-fidelity design for an investment-management dashboard.

Product Ownership & Delivery

- Translated client requirements and contractual commitments into prioritized delivery plans; partnered with PMs on backlogs, managed scope and signed change requests, worked through acceptance criteria and UAT, ran demos, coordinated releases with developers, and proactively maintained leadership visibility into client status.

CALIBER SOFTWARE | Aug 2015 – Mar 2020

UX/UI Researcher & Designer • Lead Web Developer • Junior Web Developer

- Progressed from Junior Web Developer to Lead Web Developer and then UX/UI Researcher & Designer while completing a master's degree in Human-Computer Interaction.
- Collaborated with the CEO on a replacement customer portal credited with approximately \$100K in annual savings; later developed an online chat application credited with approximately \$150K in annual savings.
- Led, trained, and mentored three junior developers; conducted user interviews and usability testing; designed and developed web products; and collaborated with backend engineering from concept through production.

EDUCATION

M.S., Human-Computer Interaction — DePaul University | Graduated with Distinction, Mar 2019

B.S., Graphic Information Technology — Arizona State University | Summa Cum Laude, Jun 2015