



## Matt Whalley

mattwhalley.com

matt@mattwhalley.com

754-231-9786

This user manual is meant to set clear expectations up front—for hiring managers, collaborators, or potential partners. It reflects who I am, how I work, and how to get the best from me.

If this resonates, I'd love to connect.

# User Manual

## BACKGROUND

I'm a senior frontend designer/developer with 10+ years of experience building accessible, scalable web interfaces—often in complex, regulated industries like healthcare and government. I bridge design and engineering through systems thinking, working best where aesthetics meet architecture.

## VALUES & PRINCIPLES

**Clarity over noise.** I build interfaces that are calm, legible, and intentional.

**Sustainability beats novelty.** I care about systems that age well.

**Accessibility is non-negotiable.** Everyone deserves a good experience.

**Thoughtful by default.** I move with purpose, not urgency.

**The long game matters.** I prioritize product health over speed or vanity metrics.

**Quiet leadership.** I don't chase credit, I chase quality.

**Empathy, always.** For teammates, end users, and future maintainers.

## WORK & COMMUNICATION STYLE

**INTJ core.** Analytical, systems-minded, independent, and focused.

**Best hours:** Early mornings are my focus time; I unplug evenings to prioritize family and rest.

**Meetings:** I prefer clear agendas, async first, and deep work time protected.

**Feedback:** Direct, constructive, and always in service of improvement.

**Documentation:** I write and refine docs to align systems and scale clarity.

**Email/Messages:** I'll respond thoughtfully, not always instantly.

## CRAFT & TECHNICAL APPROACH

**Design-minded frontend:** I prototype in code and polish interactions.

**System-oriented:** Experienced with tokens, component libraries, and accessible UI patterns.

**Tool-agnostic:** Fluent in modern frontend stacks; adaptable, clarity-focused.

**Thoughtful defaults:** Prefer resilient, user-controlled, low-friction tools.

**Not backend-focused:** I integrate APIs and build glue logic, not databases.

**Cross-functional:** I collaborate closely across product, design, and engineering.

## DAY-TO-DAY & ENVIRONMENT

I thrive in quiet, focused environments with asynchronous collaboration.

I contribute to design systems, codebases, and cross-functional documentation.

I lead with example, often bridging gaps between design intention and engineering execution.

I struggle in chaotic environments where opinions override evidence and technical debt compounds.

I'm energized by autonomy, deep work, and strong design/dev partnerships.

## PERSONAL NOTES

Based in St. Augustine, FL – Eastern Time.

I'm a husband and dad of two toddlers, so evenings are for bedtime stories.

**Outside of work:** I climb, surf (when conditions permit), bake sourdough, and tinker with side projects.

**Side project energy:** Building tools that help climbers train, surfers plan, and designers move faster.

I value long-term clarity and healthy boundaries—home and work should support each other.

## HOW TO WORK WITH ME

**Need a decision?** Present tradeoffs clearly and I'll move quickly.

**Want feedback?** Happy to review designs, code, or docs—just give me context.

**Best time to connect?** Mornings before 10 AM ET or async via messages/email.

**What I value in teammates:** Clarity, humility, follow-through, and genuine curiosity.

**What frustrates me:** Politics, hand-waving, avoidant conflict styles, and "just ship it" cultures.