

# Matthew Cunningham

Principal Product Designer • Product Design Manager • UX Strategy Leader

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## Professional Summary

Product Designer and manager with 15+ years delivering end-to-end UX across consumer and enterprise SaaS. Equally effective as solo IC and team leader. Known for anchoring groups in the problem space and guiding collaboration. Enjoys mentoring on craft while keeping stakeholders aligned and engineers unblocked. Approaches projects user-first, mapping to mental models across web, mobile, API, CLI, and MCP to create seamless experiences. Thrives in environments that value collaboration, ownership, high-quality execution, and fun. Genuinely passionate about AI, consistently applying the latest AI/ML capabilities to design strategy since 2015.

## Achievements & Highlights

- ◆ \$1M+ transaction enabled by leading 0->1 initial beta for Opto
- ◆ 50% conversion lift on integrations, and 93% Plugin retention rate for Intuit QuickBooks
- ◆ 2 Design teams built from scratch at Elementum and Opto
- ◆ 35% increase in daily active users on financial tools at Tegus
- ◆ 10x increase in user adoption for Supply Planner tools at Elementum

## Professional Experience

**Principal Product Designer** SafeBase, San Francisco (Remote) Nov 2024 – Jun 2026

*Customer Trust Platform*

- ◆ Led utilization of AI tools for research, analysis, synthesis, brainstorming, and rapid AI prototyping.
- ◆ Developed agentic design frameworks and best practices in collaboration with the Head of Design, and worked with engineers to define the roles of MCP / CLI / UI in the evolution of security reviews.
- ◆ Delivered 0→1 AI feature for Knowledge Base Issue Detection, as Designer and acting PM. Feature was widely adopted and received unsolicited praise from several customers: “This is great.” “Nobody has this.”
- ◆ Introduced new design ops while owning execution and guiding engineers for many innovative features: Ask AI – Search 2.0 – Multiproduct Trust Centers – Google Drive Sync – Doc Management 2.0

**Product Design Director** Tegus, Chicago (Remote) Jan 2023 – Jun 2024

*Investor Research Platform*

- ◆ Managed and mentored 5 senior designers, fostering a culture of innovation and accountability.
- ◆ DAU increased 35% through guided Research, Strategy, Interaction and UI Design
- ◆ Improved engagement and customer satisfaction guiding AI redesign of global search feature.
- ◆ Developed an exhaustive career ladder and competency framework for all design roles.

**Head of Product Design** Opto, New York City (Remote) Dec 2021 – Nov 2022

*Advisor Investment Platform*

- ◆ Enabled \$1m+ ARR customer sales and prompted VC to request an investment increase, guiding a cross-functional team to build first Beta, leading Research and Design, MVP strategy and product roadmap.
- ◆ Helped hire the company’s first PM, and recruited and managed a successful Senior Product Designer.

**Product Design Manager** Elementum, Mountain View (Remote) Apr 2020 – Sep 2021

*Process Orchestration Platform*

