

Matthew Cunningham

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Summary

Hello! I'm a proven Product Design leader with 10+ years of experience driving innovative strategic visions and high-quality execution that exceed goals. I love guiding cross-functional teams, shaping product strategy, and having fun delivering exceptional user experiences across web, mobile, and TV platforms. I tend to elevate high-performing teams, and transform complex needs into simple frameworks that work in organizations of all shapes and sizes.

Experience

Tegus, Chicago (Remote)

Product Design Director, Investor Research Platform

JAN 2022 - JUN 2023

- Led product strategy initiatives, driving a **35% increase in DAU** for one product line
- **Partnered with leaders** and IC's across PM, engineering, research, and data science to identify, prioritize, and ship high-impact enhancements and new features
- **Managed and mentored 5 senior designers**, helping empower them with guidance and fostering a culture of innovation and continuous improvement
- Developed a top-tier Product Design **career ladder and competency framework**
- Drove the redesign of core platform features, substantially **increasing daily active users**
- **Enhanced user research program** to improve product decisions and customer satisfaction

Opto, New York City (Remote)

Head of Product Design, Private Investing Platform

DEC 2021- OCT 2022

- Led product design from concept to **successful Beta launch** for a private investing platform
- Developed MVP so quickly and effectively it **secured additional funding** for the company
- Initiated and designed key features that **enabled the company's first sales**
- Collaborated closely with founders to **align product strategy** with ambitious business goals
- Transformed complex financial concepts into **clear, simple, and actionable experiences**

Elementum, Mountain View

Product Design Manager (Interim Head), Process Orchestration Platform

APR 2020 - SEP 2021

- **Built a team of 4 designers**, managing all projects and processes, achieving high design quality output and reducing time-to-market
- **Led Strategy, Research, IA, UX, and UI** for a new process orchestration platform

- Led successful redesign of company's primary marketing website

Product Design Lead, Supply Chain Tools

NOV 2017 - APR 2020

- Designed and launched 5 major product features that were the **primary drivers of multi-million dollar customer renewals**
- Led the redesign of a key product feature, resulting in a **10x increase in user adoption**
- Founded the first customer research practice within the Product team

Intuit, Mountain View

Principal Interaction Designer, *Small Business Platform (QuickBooks Online)*

JULY 2016 - NOV 2017

- Identified and resolved long-standing core mistakes in back-end Accounting logic that **affected 70% of users** of the Banking feature, devised and implemented quick wins
- Developed 12 month roadmap to address the other core issues users had with maintaining accurate Accounting in QuickBooks, built **new accounting tools with high usage**
- Established official interaction and experience frameworks for future QuickBooks data integrations, widening the integration funnel and **improving conversion rates by over 50%**

Senior Interaction Designer

JUN 2015 - JUL 2016

- Led UX Strategy and Design for *Pay with PayPal* QuickBooks Plugin, achieved a **93% retention rate** and **generated \$ millions** in the new revenue.
- **Unlocked deeper Google partnership** by designing multiple successful integrations, and spearheading a 3-year strategic vision, presented to high level leaders of both companies

Key Areas of Strength

- **UX / Design Thinking** / Group Innovation / Design Ops
- **Information Architecture** and Systems Design
- **Product Visions, Strategies,** and Roadmapping
- **Qualitative Research Planning** and Execution
- **Synthesizing User and Customer Insights**
- **Content Writing** and Communication
- **Data-informed decision making** (e.g. Analytics, A/B testing, Multivariate testing)
- **Cutting-edge tech** (e.g. AI/ML, AR/MR/VR, Blockchain/Bitcoin)
- **Bringing clarity,** calm, and humor to challenging situations