

Hi, I'm Matt, a rigorously curious Senior Staff Product Designer who makes complex products feel simple.

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Who Am I

I'm a senior IC with 15 years' experience, often the first or only designer at early-stage companies and scale-ups. I do the whole job: running research, shaping strategy, designing flows and polishing the details.

Design is clear thinking made visual. Most of the thinking happens before I touch a pixel: understanding how people do things today, mapping the opportunities, and getting the mental model right.

My roots in brand and visual design keep the craft sharp; my MSc in Digital Design keeps the research rigorous. Underneath all of it is one aim: helping people succeed at what they're trying to do, and giving them some of their time back.

My design philosophy

Community. None of us is greater than all of us. The people we design for should help shape what we make.

Cultivate calm. We live in a noisy world. When we have someone's attention, we show up clear, coherent and considerate.

Nothing is sacred. If the product isn't helping people the way we meant it to, we try again.

Rigorous curiosity. Research to find what matters, then ruthless prioritisation to focus on it.

Education/Qualifications

MSc Digital Design · 8.6, Cum Laude
Amsterdam University of Applied Sciences. (2017 - 2018)

UX Certificate (NN/g)
Statistics for UX, Ethnographic UX Research, Discoveries, Facilitating UX Workshops, and Managing UX Strategy. Nielsen Norman Group. (2022)

BA Graphic Design & Visual Arts
Greenwich University, UK. (2009 - 2012)

Outside Work

Husband, Father, Meditation, Hiking, Cycling, Reading, Chocolate, Coffee, Tech, Psych, Philosophy, Storytelling.

Work Achievements

Senior Staff Product Designer
Hospitable (Mar 2025 - Current)

Helping hosts run their short-term rentals on autopilot.

Lead Product Designer
Carv (Feb 2024 - Mar 2025)

Helping recruiters to cut admin and boost hires.

- Helped grow revenue 10x by leading the redesign around recruiters' workflows, as Carv's first designer.
- Led design with cross-functional partners and the C-level on the future vision, and ran research into customers' current experience.

Staff Product Designer
Trellis / Savvy.Insure (Jan 2023 - Jan 2024)

Helping make insurance easier for everyone.

- $3.5MM in predicted gross annual revenue from 3 months of experiments leading the growth team.
- Led a key product pivot with a novel experience worth an extra $500k a year.

Senior Product Designer
Homebot (Dec 2020 - Dec 2022)

Helping homeowners make smarter financial decisions.

- The full design lifecycle on 7 projects for ≈10 million users, and research with more than 500 participants.
- PMI removal: helping ≈1M US homeowners save an estimated $200M a month.

Lead Designer
Evolver / The Alchemist's Kitchen (Jan 2015 - Dec 2020)

First designer running user research, strategy, branding, art direction, e-commerce and UX/UI.

Co-Founder
Humantra (May 2016 - Dec 2019)

With two fellow creatives, designed the graphics, website and video that crowdfunded an ethical clothing start-up.

UX Designer
Creative Heads Agency (Nov 2014 - June 2015)

User research, workshops, branding and websites.

Lead Designer
Luker Lighting Technologies (June 2012 - 2014)

Creative lead for the UK's largest hydroponics retailer: UI, research, e-commerce and branding.