

# Matthew Mansfield

M: (415) 264-6005 | E: [hello@matthewmansfield.com](mailto:hello@matthewmansfield.com) | W: <https://matthewmansfield.com/>

## SUMMARY

With a broad range of diverse product design skills and experiences, I thrive in growth environments where forward and innovative thinking is needed to improve the lives of consumers. I'm driven by curiosity and the desire to learn more about new and transformative technologies to compliment my work with mobile and web applications.

## SKILLS & EXPERTISE

Product Design • Design Strategy • Ideation • Data Analysis • UX & UI • Product Vision • Visual Design & Branding • Design Research • Product Roadmap • User-Centric Design • Agile/Scrum • Participatory Design • Market Analysis • Usability Research & Testing • Mentoring & Leadership • Wireframing & Prototyping

## EXPERIENCE

MCM Design Consulting | San Francisco, CA

**Founder, Product Design Consultant**

January 2008 – Present

Head of product design consulting firm which works with small to medium size startups and enterprise companies to provide design strategy, product management, creative solutions, and usability research through the entire product development process.

- Produced interactive touchscreen user interfaces and design workflows for Blackboard, a publicly traded large-scale learning management system, with 15M active daily users at 5000 education and government-related institutions throughout the world.
- Created and managed several product design teams of designers and front-end engineers using Agile and Scrum methodologies to build products for mobile, web and custom hardware products for companies with more than 2M users.
- Collaborated with CEOs and other internal stakeholders from engineering, marketing, quality assurance, operations, and customer experience, to express the vision and business priorities of leadership through product strategy and the design experience for several small and large scale product launches.
- Worked with a patient interactive healthcare company and its client hospitals to design utilization and outcomes dashboard to track usage patterns for more than 3 million patients at over 50 hospital systems annually.

Leade.rs | San Francisco, CA

**Head of Product + Lead Product Designer**

May 2016 – March 2017

Product strategy and design for an American-French event startup to build a software platform for discovering the next exceptional speaker for global conferences and events.

- Managed small distributed design and engineering team of 6 members after initial angel round of \$3M in funding.
- Established overall brand strategy and product roadmap while working on user experience and design guidelines for all the Leade.rs products and public events.
- Launched Leade.rs Call-for-Speakers (CFS) software application, which collected over 8K speakers for events, and coordinated the licensing of its usage for a dozen global conferences.
- Leveraged storyboards, wireframes, and Scrum along with Jira, InVision, and other software to plan product roadmap with two-week sprint cycle to build web and mobile applications with a six-member engineering and design team.

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Telmate | San Francisco, CA

Senior Design Manager + Visual Design Lead

November 2012 - January 2015

Design manager and principal designer for a telecommunications company with \$80M in annual revenue.

- Hands-on experience creating three new customer and business facing products with revenues of \$1.5M, while building new product design department with the hiring and management of 6 designers and front-end engineers.
- Improved revenue on web-based payment system by 19% in the first three months by working with engineering, customer support, and directly with users, to redesign and rethink all main product features.
- Launched company-wide usability studies and data-driven analytics initiative to collect both quantitative and qualitative metrics from over 300,000 users at 200 facilities throughout the United States and Canada.
- Established design best practices and guidelines to improve usability and ensure quality through the creation of an internal UI pattern library and design system.
- Conducted nationwide vendor search with a request for proposal (RFP) for video development company while negotiating a cost savings of 15% beneath the original \$250K contract budget.

Seismic | San Francisco, CA

Visual Experience Designer

May 2011 – November 2012

Lead designer for Seismic Social, a social media application that integrated Facebook, Instagram, Twitter, and other social networks, with over 3M active Android and iOS users globally.

- Redesigned Seismic Social which led to an increase in over 200K active users across iOS and Android mobile applications.
- Worked with product manager and executive team on revenue strategy and pricing plan for Seismic Social application. Within the first six months, generated \$100K from mobile advertisements and paid premium accounts.

## EDUCATION

GRAND VALLEY STATE UNIVERSITY | Allendale, MI

Bachelor of Arts, Philosophy, East Asian Studies

CHINESE CULTURE UNIVERSITY | Taipei, TW

Mandarin Chinese Certification, Chinese Literature

## ADDITIONAL EXPERIENCE

- Advanced professional proficiency in Mandarin Chinese.
- Proficient technical analyst in the derivatives market, trading both options and commodities.
- Conducted several volunteer trips to school in rural India to work with students on technology and college preparatory training.
- Finishing travel memoir and photography book on collected experiences traveling to over 45 countries. Expected publication in 2020.
- Researching blockchain design metaphors and patterns while learning how to use machine learning and neural networks to develop more efficient financial trading algorithms.