

Matthew Zuckman

Employment History

I'm a passionate design leader—transforming insight and opportunity into compelling experiences. I shift design cultures and build empowered teams. I develop product and marketing systems that work across platforms, screens, and customers. And I've got the track record to prove it.

Director of Design for TripAdvisor

2016–present

- Led the transition of the designers, marketers, researchers, and coders into an agile environment, working effectively to develop practices for rigor, communication, and quality.
- Strategized across executives to plan and execute a unified direction for B2B, B2C businesses and customers.
- Initiated the design planning and research-driven prioritizations to merge three front-end platforms, resulting in an overall higher converting product with lower tech and design debt.

Director of Design for Udemy

2014–2016

- Established the discipline of design by defining and implementing key principles and practices; evolved as the company grew from 50 employees to over 200.
- Instituted processes for the collaboration, review, and knowledge sharing across multiple organization levels that created an environment for transparency, mentorship, and growth.
- Established the patterns, frameworks, and elements for brand and product, creating guidelines to enable quality production at speed.

Design Director for Yahoo Communications

2013–2014

- Led the large scale, front-end redesign of Mail and Calendar for an audience of 300 million customers.
- Transformed the team's culture, tools, and the working models, increasing performance for the existing team while hiring and expanding the span of control for the group.
- Strengthened the cross-discipline team via models that inspired deep thinking, ideation, efficiency, and strategic alignment.
- Worked across the Yahoo network to define hiring practices, charters, and review criteria to ensure the quality of design.

Design Director for Yahoo Commerce

2010–2013

- Led the development of lead-generation opportunities by focusing on meaningful values, increasing page views and time spent 30–50% across the portfolio.
- Built a multi-disciplinary team of eight teammates within four months; expanded portfolio to take on additional business lines.
- Reimagined the commerce portfolio, producing a forward-looking vision that informed the organization's strategy.

VP, User Experience for Publicis Modem

PayPal, LG, UBS, SunPower Foundation
2008–2010

- Oversaw the re-launches of PayPal’s consumer and business sites, bringing double-digit growth in lead generation and adoption.
- Supported LG Mobile’s digital strategy by delivering rich-presence marketing experiences for all new phone releases.
- Recruited and managed team of designers; directed utilization and billable percentages across teams and accounts.

Director, User Experience for Real Branding

Disney, ABC, ESPN, Anheuser-Busch, Lipton, Red Lobster, USGA
2007–2008

- Led the joint SOAPnet/agency team through all phases of large redesign project: developing community, architecture, and content strategies.
- Grew the experience design practice by providing thought leadership, mentoring designers, and pitching new business.
- Worked with company leadership to develop processes and deliverables, defining the scoping models for client engagement.

Earlier Positions

Senior Designer, AKQA
Microsoft Xbox, Target, Nike,
Autodesk, McDonald’s

Director of UX, Real Branding
Disney, ABC, ESPN, Anheuser-
Busch, Lipton, Red Lobster,
USGA

Masters Program Study Advisor,
Academy of Art University

Senior User Experience Designer,
McCann Worldgroup
Microsoft

Senior User Experience Designer,
Eleven Inc.
The Doctors Company

Senior IA, Tribal DDB
Clorox, Armor All, Hidden Valley,
Fresh Step, NBC Universal

Senior Experience Designer, EVB
AT&T, Wrigley, Adidas, Leapfrog

Lead Interaction Designer,
Enterpulse
Albertsons

Information Architect, Grey Global
Group

Oracle, Wells Fargo

Executive Producer, Epylon
Corporation

Producer, Foote, Cone & Belding
3Com, Sega Dreamcast

Producer, Think New Ideas
Silicon Graphics

Designer, Printz Electronic Design
Asante

Education

Rhode Island School of Design, Providence, RI
BFA, industrial design, with emphasis on human/machine interfaces

University of Minnesota, Minneapolis, MN
Liberal arts, with emphasis on economic and political sciences