Matthew Zuckman

www.blueorange.com
matthew@blueorange.com
415.531.1165

I'm a passionate design leader with a track record of shifting design cultures and building empowered teams.

My holistic viewpoint is guided by 20+ years of experience leading design and research for product, brand, marketing, and growth organizations. The cross-functional teams I lead are customer oriented, data driven, and inspired to create value.

Experience

Sutherland Global, Head of Design / Product Lead

2020–Present

- Leading product and design initiatives for Conversational AI and Agent Success teams, building enterprise customer experience tools.
- Launched first generative agent assist products for ESPN and MARS accelerating contact processing by 28%, increasing CSAT by 15% and reducing training times.
- Leveraging service design techniques to assist with sales efforts for chatbots and agent success tools, collaborating with account, service delivery (agents), and client business teams to identify areas of opportunity and develop tailored solutions.

Sortly, Senior Director, Design

2021–2023

- Established generative, research-driven product development processes that advanced problem solving over feature building, increasing customer adoption.
- Led key initiatives that redefined (0–1) the core product experiences, transforming the product roadmap, pricing, and packaging to achieve revenue and engagement goals.
- Revamped brand and messaging across marketing channels to dramatically increase qualified organic leads.

Hired, Head of Design

2018–2020

- Led the design effort behind the rollout of Hired's marketplace strategy, realizing products that delivered 25% of company revenue in their first year.
- Increased the impact of design through HCD processes, design thinking, and research-driven development; setting a high quality bar across marketing and product surfaces.
- Created a unique framework for codifying and extending Hired's design language, driving measurable efficiencies across the development process.

TripAdvisor, Director of Design

2016–2018

- Guided the transition of the designers, marketers, researchers, and developers into an agile environment, effectively developing practices that delivered rigor, velocity, and quality.
- Strategized across executives to plan and execute a unified direction for B2B, B2B2C, and B2C customers.
- Identified research/design-driven priorities to help successfully merge five legacy front-end platforms into a new, higher-converting product.

Udemy, Director of Design

2014–2016

- Defined the discipline of design for the company, including key principles, methods, and practices.
- Instituted processes for collaboration and knowledge sharing across organization levels, creating an environment of transparency and growth.
- Established the styles, patterns, and brand elements for brand and product, creating guidelines that enabled quality production at speed.

Yahoo, Design Director

2010–2014

- 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 working models to increase performance, improve team development, and expand the group's portfolio.
- 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 raise the quality of design.

Other experience

Academy of Art University
Masters Program Study Advisor

Publicis Modem
PayPal, LG, UBS, SunPower Foundation

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

AKQA
Microsoft Xbox, Target, Nike, Autodesk, McDonald's

McCann Worldgroup
Microsoft

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

EVB
AT&T, Wrigley, Adidas, Leapfrog

Enterpulse
Albertsons

Grey Global Group
Oracle, Wells Fargo

Foote, Cone & Belding
3Com, Sega Dreamcast

Think New Ideas
Silicon Graphics

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