

Matthew Zuckman

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A product-oriented design leader who connects design to business outcomes—focused on performance, not just pixels.

Guided by 20+ years of experience, I have a proven track record of shipping impactful products, shaping business strategy, and building empowered, customer-centric teams that drive growth.

Experience

Sutherland Global, Head of Design for Agent AI

2020–Present

Recruited to lead design for Conversational AI (chatbots); after the product manager's departure, my role expanded to lead product management for the company's first generative agent-assist tools.

- Spearheaded a lean team to launch the agent-assist AI platform, reducing average handle time by 22% while increasing agent satisfaction by 10%.
- Pioneered a service design methodology to navigate the complex 40,000-person organization, coordinating across client teams, service delivery, and technology leaders to shift product strategy from "making old processes faster" to reimagining core workflows.
- Drove the product lifecycle from research to adoption, defining the roadmap and vision that secured critical cross-functional buy-in.

Sortly, Senior Director, Design

2021–2023

- Drove the 0-to-1 redefinition of the core product experience, directly influencing the product roadmap, pricing, and packaging to meet key revenue and engagement targets.
- Established a generative, research-driven culture that prioritized solving customer problems over building features, leading to increased adoption.
- Revamped brand and messaging across all marketing channels, resulting in a dramatic increase in 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.
- Established a research-driven, human-centered design (HCD) framework that set a higher quality bar across both marketing and product.
- 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

Tribal DDB

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

Publicis Modem

PayPal, LG, UBS, SunPower Foundation

EVB

AT&T, Wrigley, Adidas, Leapfrog

Real Branding

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

Enterpulse

Albertsons

Grey Global Group

Oracle, Wells Fargo

AKQA

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

Foote, Cone & Belding

3Com, Sega Dreamcast

McCann Worldgroup

Microsoft

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