

# Matthew Zuckman

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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

### 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 the core product experiences, transforming the roadmap and product 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

### Sutherland Global

Sony, ESPN, MARS, Micron, NHL, CBS

### Tribal DDB

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

### Academy of Art University

Masters Program Study Advisor

### EVB

AT&T, Wrigley, Adidas, Leapfrog

### Publicis Modem

PayPal, LG, UBS, SunPower Foundation

### Enterpulse

Albertsons

### Real Branding

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

### Grey Global Group

Oracle, Wells Fargo

### AKQA

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

### Foote, Cone & Belding

3Com, Sega Dreamcast

### Think New Ideas

Silicon Graphics

### McCann Worldgroup

Microsoft

### Printz Electronic Design

Asante, Lockheed Martin

## 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