

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

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 coders 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.

Design Director, 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, hiring, and expanding the portfolio 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 raise the quality of design.

Design Director, Yahoo Commerce

2010–2013

- Led the development of lead-generation opportunities by focusing on meaningful values, increasing page views and time spent over 40% across the portfolio of products.
- 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.

Other experience

Masters Program Study Advisor,
Academy of Art University

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

McCann Worldgroup
Microsoft

Think New Ideas
Silicon Graphics

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

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