

matthew anderson

San Francisco, CA. : (415) 549 6717 : hexalotomus@gmail.com : [Portfolio](#)

Profile

As a kid, I was always pulling apart things around the house in a quest to understand how they work, always wondering why things are the way they are, always questioning the status quo.

It was that quest for understanding that led me to become a designer and a thinker driven to understand the holistic world of things.

I have consulted to: Tesla, Google, Waymo, Facebook, BMW, Renault, Microsoft, Volkswagen, Mattel, Swatch, Toshiba, G.E., Warner Brothers, AAA, UC Berkeley, a multitude of startups and most recently my own.

I would love to find a remote or hybrid leadership role that could leverage my experience and passion for design.

Experience

CLAYBIRDS: 2021 - 2023 (3 YEARS) - FOUNDER

3D printing ceramic studio

- My backyard covid project became a full time gig.
- After years of working in technology startups, I was looking for a change from software and wanted to create something new with my hands. After doing some courses on AI at MIT and working on Autonomous Vehicles, I started to think of ways to adapt pattern recognition to pattern design. So, amidst Covid, Claybirds was incubated in some preloved shipping containers at Terminal 4 in Richmond.
- In the studio you won't find wheels, bats or presses, but rather 3D printers, laser cutters, and AI design tools.

RIDECCELL: 2016 - 2021 (5 YEARS) - HEAD OF DESIGN

Solutions for mobility including; Ridesharing, Carsharing, Fleet Management and Autonomous

- Developed *microlabs*. A program that allows small groups to experiment and build advanced features. Contributors are managed through MBO's with product, engineering and design all taking time to perform each others role throughout the program.
- Led the design of and hold the patent (US 11,608,082) of our autonomous driving platform for both shuttles and passenger vehicles.
- Hired and mentored a design team made up of research, design and testing resources to deliver world class, innovative solutions, for mobile and web applications for a SaaS platform.
- Led the team to create a new suite of apps that increased registration conversions by 20%.
- Developed a UX strategy to infuse *Design First* across all disciplines including Sales, Engineering and Customer Success.
- Facilitated multi day service design workshops to solve complex problems and dream up big ideas.

- Built a hybrid waterfall/agile design process that combines an agency like consulting approach within an iterative startup delivery cycle that can be integrated into a 2 week sprint.
- Managed the day to day of deliverables to a team of 60+ engineers for projects worldwide, in multiple languages.

MANMADE: 2011 - 2016 (5 YEARS) - FOUNDER + PRINCIPAL ARCHITECT + PRINCIPAL UX

Design for Digital and Physical Solutions

- Sole contributor to this hybrid UX / Architecture practice.
- Developed strategies for predictive-personas, user task analysis ,process and task diagrams, wireframes, and low and high fidelity prototypes.
- Introduced “idea-a-day” design process, a rapid conceptualization of research, ideas and prototypes.
- Manage budgets, timelines and project resources, vetted and engaged relevant external consultants and partners
- Provided documentation for compliance and coordinated between customer and regulatory agencies.
- Provided coordination between, structural, HVAC and fire engineers on commercial projects.
- Conceived redevelopment plan for 100 yr old commercial building. Implemented plan, purchased building, restored and converted it to ground floor retail and head office for manmade.

TIKA MERINO: 2005 - 2011 (6 YEARS) - HEAD OF DESIGN

Online fashion retailer

- Directed all aspects of the apparel company, including product development and marketing.
- Designed and developed internationalized internet store using HTML5 / CSS3.
- Designed and managed fit out of multiple retail stores in New Zealand.
- Responsible for all aspects of brand from clothing tags to national marketing programs.

MOTOROLA: 2004 - 2005 (1 YEAR) - SENIOR UX DESIGNER

Iden group for push to talk communication

- Initiated formation of Web Intelligence Group which provides Analysis, Usability and Visual Design services.
- Mentored existing staff in how to conduct comparative analysis, usability analysis and how to apply results to improve the user experience.
- Developed model to implement user experience best practices into SEI governed practices using a Lean UX style approach.

PIXTERA: 2002 - 2004 (2 YEARS) - CHIEF DESIGNER

Startup developing digital book readers

- Conceptualized and brought to prototype stage a hand held device for security services at the 2008 Beijing Olympics for this California startup.
- Led design across the organization including; Product, UX, UI, and Brand.
- Directed project timelines, budget and external suppliers.
- Sourced sub contractors from New Zealand, USA, Australia and China and coordinated development across all disciplines.

NEXGENIX: 1998 - 2002 (4 YEARS) - DIRECTOR OF DESIGN

Digital agency for ecommerce and B2C

- Responsible for UX + UI on all projects for clients including Swatch, Toshiba and Microsoft.
- Project Managed \$1million+ web commerce development projects as well as lead UX on all enterprise applications for systems and platforms.
- Manage multi disciplinary team including project assignments, work load management and performance reviews.
- Fuse front-end with back-end by guiding technical teams through the creative process.
- Participated in user research through every stage of the product lifecycle; providing input to usability studies, analyzing research reports, conducting heuristic evaluations and performing low fidelity coffee shop usability tests.
- Created post project review system to determine level of project success including QA testing and customer satisfaction.

Awards

Patent - Autonomous Vehicle System US 62/824,736 · Filed Mar 27, 2019

Silver Pin, Best Design Awards - Designers Institute of New Zealand · Nov 2020

Winner of the Interactive Innovation Awards @ SXSW Mar 2018

Education

Victoria University, School of Design – Industrial Design 1996

Cooper U - Design Leadership 2016

MIT - Deep Learning 2018