

# MATTHEW GREENE

UX LEADERSHIP ■ PRODUCT DESIGN ■ USER RESEARCH ■ RAPID PROTOTYPING

(206) 698-3803

matthewgreene.design

## MY APPROACH

Great design is more than aesthetics - it's the bridge between complex systems and human intuition. Through disciplined design thinking and close collaboration with product, engineering, and business leaders, I've crafted experiences from Boeing's mission-critical systems to consumer apps earning a perfect UI score from CNET.

Having worked across aerospace, enterprise, fintech, and consumer industries, I've learned that while every field has unique challenges, the principles of design remain universal. I apply these principles to lead discovery efforts, validate assumptions through rigorous testing, and shape solutions that deliver meaningful outcomes like 7x growth in customer acquisition.

Today, I'm harnessing AI-powered development to unlock creative potential at unprecedented speed. With Claude Code, I'm not just compressing deployment from weeks to hours, I'm transforming ideas into living products faster than ever before. This isn't about replacing design thinking; it's about amplifying it, letting me iterate, validate, and ship at the pace of inspiration. The ability to build production-ready analytics platforms in three weeks has fundamentally changed how I approach design.

## CORE COMPETENCIES

### LEADERSHIP

CROSS-TEAM COLLABORATION ●●●●●  
TEAM LEADERSHIP ●●●●●  
WORKSHOP FACILITATION ●●●●○  
BUSINESS ACUMEN ●●●●○

### DISCOVERY, FRAMING & VALIDATION

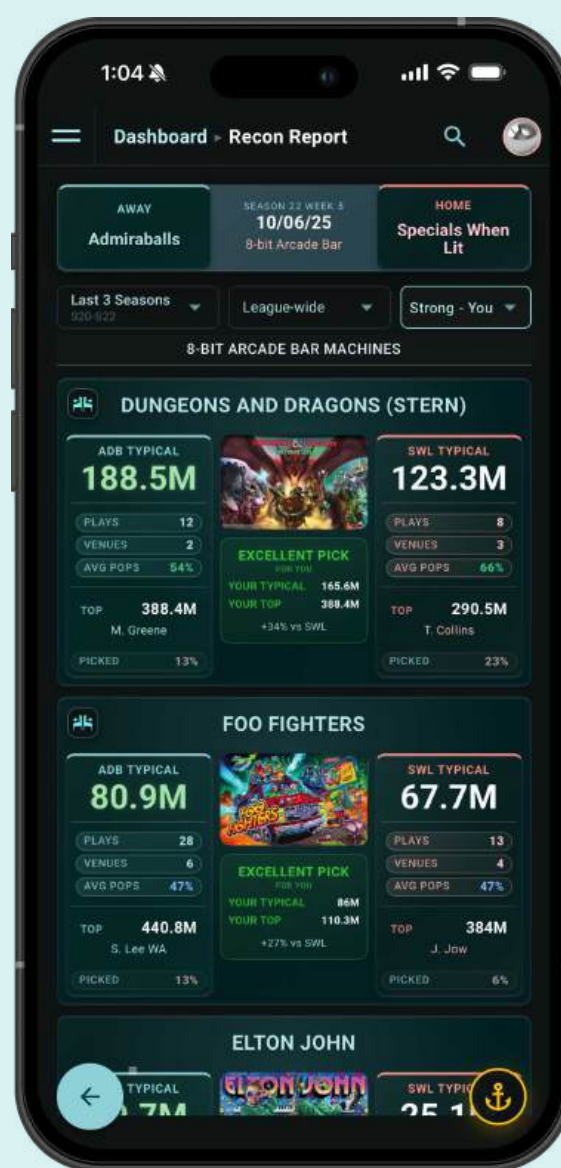
USABILITY STUDIES ●●●●●  
JOURNEY MAPPING ●●●●●  
PERSONA DEVELOPMENT ●●●●●  
INFORMATION ARCHITECTURE ●●●●○

### UI CRAFT

RAPID PROTOTYPING (FIGMA) ●●●●●  
VISUAL DESIGN ●●●●●  
INTERACTION DESIGN ●●●●●  
DESIGN SYSTEMS ●●●●○

### TECHNICAL

FIGMA ●●●●●  
MOBILE/RESPONSIVE DESIGN ●●●●●  
AI-ASSISTED DEVELOPMENT ●●●●○  
HTML/CSS/JS/JSON/SQL ●●●○○



## CURRENT PASSION PROJECT PINPOINT: DESIGNING AT THE SPEED OF THOUGHT

pinpoint.lol | Early Access | Responsive Web | Figma, Claude Code

Analytics platform for Seattle's Monday Night Pinball league, where 400+ competitors mine 9 seasons of data for competitive advantage. Players rely on performance insights to select machines, counter opponents, and advance to championships. Built in 3 weeks using Claude Code, shipping with React/Next.js on Vercel. After importing my Figma design system into Claude Code, I discovered I was refining the interface directly within code. Rather than returning to Figma. This shift from interactive mockups to live iteration redefined my process, uniting design flow with live code.

## MEASURABLE IMPACT

# 15X

### SCALED DESIGN OPS

Scaled design capabilities through company growth at Vulcan (50 to 1,000 employees) and LumaTax/Taxually (10 to 150 employees) while shipping pixel-perfect production code using AI-powered workflows that compress deployment from weeks into hours.

# 7X

### CUSTOMER ACQUISITION

Designed Stripe integration that established Taxually as official tax filing partner, accelerating customer growth (200 to 1,500/month) and powered global compliance across 100+ countries. Featured as core infrastructure at Stripe Sessions 2025.

# 20X

### TASK COMPLETION SPEED

Orchestrated 100+ usability studies to redesign Boeing InfoSec SSO system, reducing access time from weeks to hours for 1,000+ engineers. Research-driven approach eliminated bottlenecks while establishing ResearchOps methods adopted globally.

# \$250K

### REDUCTION IN YEARLY COSTS

Established enterprise UX research practice with dedicated lab, eliminating external vendor dependency. Built in-house capability for continuous usability studies for mobile & desktop across 40+ products, 16-person team and \$2MM budget.



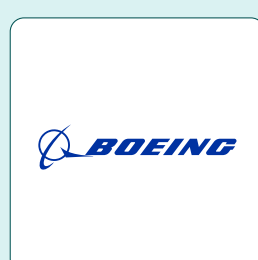
## LUMATAX (ACQUIRED BY TAXUALLY)

150 employees | B2B FinTech SaaS | 20,000+ Enterprise Clients | Responsive Web | Figma, Miro, Claude Code, Jira

### HEAD OF USER EXPERIENCE

2021 to 2025

- Designed Stripe integration establishing Taxually as official partner, transforming tax filing for millions across 100+ countries
- Scaled design operations during 15x growth (10→150 employees) while shipping consumer-grade experiences bi-weekly to production
- Redesigned client onboarding experience, simplifying complex tax setup into intuitive steps achieving 67% improvement in completion
- Transformed design-to-production workflow from 3-week cycles to same-day deployment using Claude Code, shipping 12+ features
- Orchestrated 25+ usability studies with tax filers and accountants, translating user frustrations into actionable design improvements
- Built scalable design system emphasizing clarity and accessibility, powering web app, mobile experiences, and developer tools



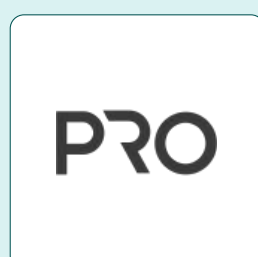
## BOEING

141,000 employees | Aerospace | Responsive web, iPad | Sketch, Invision, Miro, Jira

### USER EXPERIENCE LEAD

2019 to 2021

- Transformed InfoSec provisioning from weeks-long bottleneck to same-day access for 1,000+ engineers across Boeing globally
- Conducted 100+ usability studies with frustrated engineers, turning pain points into streamlined workflows through iterative testing
- Directed UX for 5-product aviation training ecosystem with team of 5 international designers serving global airlines
- Co-chaired ResearchOps committee, establishing human-centered methods adopted across Boeing's global UX design organization
- Designed real-time instructor feedback for flight simulators, enabling guidance through complex scenarios in jumbo jets
- Built intuitive interfaces for pilot evaluation, making competency assessment clear for airline compliance managers worldwide



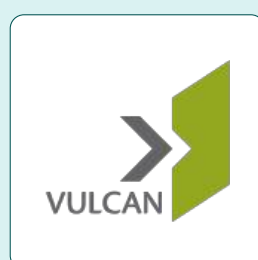
## PROCLUB

100 employees | Consumer | Mobile-first, responsive web | Sketch, Invision

### INDEPENDENT UX CONSULTANT

2018 to 2019

- Redesigned fitness platform serving 1000s of members, transforming frustrating booking experiences into easy self-service solutions
- Created mobile-first responsive design recognizing 70% of members book classes from phones while commuting daily
- Simplified navigation from 47 menu items to intuitive categories through card-sorting workshops with actual members
- Built interactive prototypes tested with members before development, catching confusing cancellation policies preventing user frustration



## VULCAN INC.

1,000 employees | Paul Allen (Co-founder of Microsoft) management company - Diverse verticals | Responsive web, iPad, Unity | Fireworks

### SENIOR DIRECTOR, USER EXPERIENCE

1997 to 2016

- Patent holder (US #9495468B2) for Fayve media app earning perfect 10/10 CNET UI score, delighting 500,000+ users with engaging experience.
- Created interactive experiences for Science Fiction Museum reaching 700,000+ visitors annually through immersive touchscreen displays
- Established enterprise UX research practice with dedicated lab transforming how 40+ products were designed company-wide
- Created EarthRanger conservation platform used by 200+ wildlife organizations globally, protecting endangered species through data
- Built company's first intranet serving 1,000 employees daily, achieving remarkable 15-year uptime content-managed by communications
- Scaled from individual contributor to leading 16 designers, researchers, developers while managing \$2M operational budget