

MATT IMUS

Senior Product Designer & Researcher with 10 years of experience

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EXPERIENCE

HIGHSPOT — Senior Product Designer

2022–2023

- Led the design of administrative experiences and access management crews, two of the most complex and far-reaching areas of the product.
- Influenced architectural decisions affecting the entire product in direct collaboration with C-suite.
- Fostered a culture of collaboration and action by cultivating curiosity about impact, urgency, and customer experience among engineering partners.

VMWARE — Product Designer III, Transformation Products

2020–2022

- Research and strategy oriented design role for an internal startup creating an enterprise business operations product.
- Influenced the direction of the product by making research findings accessible to the team and creating buy-in for timely, well-focused product investment proposals.
- Led professional development activities for the product design team.

MEDBRIDGE — Senior Product Designer

2019–2020

- Led design and research for a learning management system product line, from initial discovery to product strategy, UX design, and implementation.
- Collaborated with C-level executives, project management, and engineering to develop team processes, build trust, and establish the role of design.

UNIVERSITY OF WASHINGTON — Graduate Student

2017–2019

- Researched applications of design methods and collaborative design approaches in non-traditional design fields. Created a toolkit to help early career educators overcome ambiguous challenges in lesson planning.

WESTERN WASHINGTON UNIVERSITY — Instructor

2016–2017

- Taught UX research, interaction, web, and accessibility courses for sophomore to senior level design majors.
- Led courses independently, developing new curriculum, iterating on lesson plans, and assessing outcomes.
- Mentored and supported students through product design projects.

2012–2013

BLUETOOTH SPECIAL INTEREST GROUP — UX Designer

2014–2016

- Redesigned Bluetooth's product testing suite and primary revenue source, simplifying a complex tangle of policy and process across multiple tools.
- Led UX initiatives from discovery research through product definition, development, and iteration.

MICROSOFT — Interaction Designer (contract)

2014

- Refreshed requisitioning tools for internal business products and served as a liaison between UX and engineering teams.

EDUCATION

MASTER OF DESIGN

University of Washington — 2019

BACHELOR OF DESIGN

Western Washington University — 2009