MATTHEW PERRY

San Jose, CA | (831) 251-2576 | mperrydesign.com | mperrydesign@gmail.com | in/matthewperry

Product Design leader with 18+ years of experience leading strategic, cross-functional design initiatives across complex digital ecosystems. A trusted partner with proven ability to shape product & design initiatives through data, research, and collaboration. Expert at guiding & aligning cross-functional teams and executive stakeholders to deliver elevated user-centered solutions with measurable business impact in regulated environments.

EXPERIENCE

VP, User Experience Design Lead - J.P. Morgan Chase   San Jose, CA / Remote | Apr 2020 – May 2025

Design leader with a strong record of delivering innovative, scalable solutions for complex, design-led initiatives. Received internal award for customer experience innovation; project featured in company-wide town halls.

- **Adept at aligning cross-functional teams** across time zones, using data-driven and research-informed strategies to meet customer needs and business objectives.
- **Proven success leading remote teams**, shaping product direction, and mentoring designers to foster inclusive, high-performing environments.
- **Drove 38% increase in Credit Journey engagement and enrollment** through mobile design innovation, co-leading iterative design sprints aligning product, design, and research strategy.
- **Led end-to-end design strategy for Identity Monitoring**, from research, journey mapping, design sprint, prototyping, and delivery, aligning 3-30 cross-functional partners through feedback sessions and executive presentations.
- **Reduced alert volume by up to 70%** and resolved key user pain points by reimagining system and user end-to-end experiences using data and research-informed methods to the Identity Monitoring journey.
- **Created and operationalized a long-term product vision**, enabling new teams to drive continued innovation.
- **Delivered design system-compliant UI refresh for Snapshot** user feeds, enhancing financial insights while preserving functionality during backend platform migration.
- **Contributed to design system growth** by introducing a Trivia component, creating Figma variants and usage documentation, and driving cross-team adoption.

Growth Sabbatical - Leadership, Engagement, and Wellness   San Jose, CA | Sep 2018 – Mar 2020

I pursued intentional and holistic growth, balancing leadership development, personal wellness, and professional relevance. This purposeful & disciplined practice reflects my commitment to being a well-rounded, effective, and forward-thinking design leader.

- Completed Landmark's two-year TMLP program, developing skills in team leadership, consensus building, conflict resolution, and sustained performance. Served as a communications coach, mentoring peers to apply key principles for lasting breakthroughs in personal and professional growth.
- Stayed current on emerging design trends through ongoing engagement with industry articles, books, expert panels, and professional networking to inform and elevate design thinking and practice.
- Adopted strength training, nutrition, and mindset habits to complete two Spartan races in a year. Traveled to Hawaii, Austin, and D.C. to support personal growth and overall wellness.

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Principal Product Designer - Quicken, Inc.   Menlo Park, CA | Feb 2016 – Sep 2018

I was the design lead collaborating across product, marketing, and customer care to reimagine the Quicken brand after it separated from Intuit and became a venture-backed startup.

- Designed and launched a new **subscription enrollment and management experience** to support a strategic shift to a subscription model. Partnered across functions–business development, product, marketing, and support centers–to define requirements, map end-to-end journeys, and validate through UX testing.
- **Redesigned the Quicken online experience**—including product, eCommerce, and support sites—by leading cross-functional collaboration through all design phases. The effort boosted online sales, reduced support calls, and improved customer engagement.

[View more experience (LinkedIn) »](#)

EXPERTISE

Leadership & Strategy
Brand Identity, Design Thinking, Strategic Design, Business Strategy, Leadership Buyin, Design Reviews, Team Lead, Creative Direction, Art Direction, Stakeholder Management, Product Management, Project Management, Decision Making, Workshops, Facilitation, Design Sprints, Mentoring, Coaching, Ownership, Adaptability, Resilience, Reliability, Dependability, Creativity, Positivity, Effective feedback, Team Building, Risk Management, Risk-taking

Experience Design
Product Design, B2B, SaaS, User Experience Design, Interaction Design, Content Design, Visual Design, Graphic Design, Responsive Web Design, User-Centered Design, Wireframing, Accessibility, Prototyping, Design Systems, Atomic Design, Design Standards, Whiteboard, User Flows, User Journey Mapping, Information Architecture, End-to-End Design, Prototyping, Storytelling, Storyboarding, Material Design, Apple HIG, Color, Typography, Photography, Accessibility

Research & Analysis
User Research, Personas, Heuristic Evaluation, User Interviews, Quantitative Research, Qualitative Analysis, Conceptual Thinking, Research Synthesis, Competitive Analysis, Affinity Mapping, Contextual Inquiry, Usability Testing, A/B Testing

Tools & Technologies
Figma, FigJam, Zeplin, Sketch, Adobe Creative Suite, Adobe XD, Photoshop, Illustrator, InDesign, Trello, Asana, Jira, Confluence, Agile, HTML, CSS, Javascript, React, Wordpress, Microsoft Office 365, UserTesting, Keynote, Google Slides, Powerpoint

Platforms
Desktop and Mobile Web, Native Mobile platforms: iOS, Android, iPadOS, MacOS, Web Applications

EDUCATION

Certifications / Professional Development
- AI Prompt Engineering - Chegg Skills | 2025
- Team, Management and Leadership Program (TMLP) - Landmark Education | 2017-2020

San José State University
BA in Graphic Design; BA in Photography