

McKay Mattingly

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[Portfolio](#) | [LinkedIn](#)

Professional Qualifications

I am an accomplished senior product designer with over 8 years of experience who can skillfully navigate diverse tools and complex systems. I have a proven track record of shipping work that balances business objectives with positive, human-centered user experiences. I'm a strategic, autonomous, and metric-driven systems designer that proactively partners with cross-functional peers in order to independently manage impactful projects. With strong written and verbal communication skills, I excel at articulating design recommendations in strategic discussions and have the ability to promote alignment through consensus-building efforts. With a steadfast dedication to user advocacy and my adaptability to ever-changing contexts—including leveraging AI for polish and prototyping, I am well-positioned as an influential asset within any design team.

Technical Qualifications

Research & validation | UI/UX/IA Design | High-quality visuals | 0-to-1 Design | Systems thinking | Product and conceptual thinking | Cursor & Claude | Figma | Prototyping and wire-framing | Well-crafted interaction design | Complex to intuitive design | Design system contribution | Interactive experiences | Workshop facilitation | Typography | Identity systems | Branding

Experience

Coinbase

Senior Product Designer | May 2025 — May 2026

Led design for the Growth Foundations & Retail Engagement team at Coinbase. Specifically, focused on the unification of internal tooling and systems related to multi-channel campaign creation, deployment, and management. Created one unified end-to-end experience, standardized data variable and experimentation layers, integrated incentive and reward creation, and built management dashboards. In partnering with ENG, PM, design partners, and our users, I've been able to understand and improve upon our backend, build around technical constraints, and help data move more efficiently through our system all while providing a more intuitive and valuable user experience for our CRM managers.

Pinterest

Senior Product Designer | Jun 2023 — May 2025

Design, strategize, and build advertiser facing products and features in partnership with engineering and product that drive the adoption and success of SMB advertising campaigns across Pinterest; as well as growing the number of sustainable active advertisers.

- Owned the tactical design implementation for multiple products, features, and surfaces across two teams
- Redesigned and grew the daily revenue for the automated campaigns tool from \$15K/Day to \$50K/Day.
- Designed the personalized marketing plan that shipped to SMBs in the US and Canada with an estimated impact of \$40M+ incremental revenue annually.

Podium

Senior Product Designer | Sep 2021 — Sep 2023

Supported two teams and successfully launched crucial user experiences that directly influenced both product and business objectives. On the marketing team, I focused on building tooling for SMBs. On the Growth team I focused on monetization with a concentration on driving business expansion by increasing revenue, activating and expanding customers, and acquiring new leads, which had a significant impact on the product's trajectory and the company's overall success.

- Designed and launched a subscription and billing management hub that decreased billing support tickets by 30%
- Increased the acquisition of annual plans through a redesigned business hub.
- Designed and launched the first in-product expansion system with self-serve capabilities.

Experience Continued

Underbelly

Product Designer | Jun 2019 — Sep 2021

Worked on a wide variety of team augmentation contracts with Netflix & Facebook while managing a team of designers responsible for improving core product experiences on their various contracts.

- Contributed design and strategy to the Creator Studio, Video Ads, Lead Ads, and Events teams at Facebook
- Contributed design and strategy to the Netflix Talent and Research team in their effort to build internal compensation tooling.

Skullcandy

Designer | Jul 2018 — Jun 2019

Contributed design and strategy for product design, marketing campaigns, environmental graphics, packaging, branding, as well as photography and videography art direction.

- Designed, strategized, and launched a marketing site that resulted in high engagement and inventory sell-out for campaign products.

Education

University of Utah

Bachelor of Art in Graphic Design

Dean's List

2015 – 2018

Utah State University

Bachelor of Science in Psychology

Cum Laude with departmental honors

2010 — 2014

Certifications & Publications

Leading for Creativity

IDEO

2020

Honors Thesis

Mattingly, McKay S., et al. "A mixed methods analysis of the family support experiences of GLBQ Latter Day Saints."

Journal of GLBT Studies 12.4 (2016): 386-409