Matt MacQueen

matt@macqueen.com | 773-474-0041 | linkedin.com/in/mattmacqueen | New York, NY 11222

PRODUCT DESIGN LEADER, AI EXPERIENCES

Design executive brought in when a business reinvents itself, with 15+ years leading UX from pre-IPO hypergrowth startup to public big tech, including 10+ years managing managers. Builds AI and agentic products that experts trust, from 0 to 1 through enterprise adoption. Inspires creative AI adoption across teams, defining products through live prototypes. Translates product vision into narrative storytelling that moves teams and executives at any altitude.

CORE COMPETENCIES

AI Product Building (0→1) | Agentic & Human-in-the-Loop UX | Consumer Product Design | Executive Influence

EXPERIENCE

JSTOR, New York, NY
VP Product & Design 2022–2025

Led design, product management, and user research team of 25. JSTOR is a $100M Annual Recurring Revenue (ARR) enterprise SaaS platform serving 14k universities across 190 countries, 10M Monthly Users (MAUs). B2C and B2B.

- Led design and launch of AI Research UX from concept to private beta in 6 weeks. RAG architecture with citations turned AI-skeptical researchers into advocates. Scaled from 120 to 14k universities. Improved usage 2x, searches per session 3x, monthly returns 4x.
- Directed 0-to-1 design of Seeklight AI, an archival SaaS with human review that cut processing from 9 weeks to 2 hours. Presented to the Board with the CEO. $1.6M first-year revenue from 340 institutions.
- Platform redesign grew total platform usage 25% YoY and enabled 98% customer retention through semantic search, UI overhaul, and recommendations design.
- Inspired AI adoption across the design team with NotebookLM research libraries, custom research GPTs, Claude Code, and a custom UX-writing plugin that compounded value org-wide.
- Led design and staff integration of Artstor, an acquired licensed art collection teaching platform and toolset. Retained 97% of subscribers, generating $8M ARR. Redesigned image search boosted usage 57%.
- Designed and executed restructure of the 200-person platform org around end-user outcomes, with input from Marty Cagan (Silicon Valley Product Group) and the CTO, increasing agency and velocity.

VP Product Design and UX
Product design, user research, and brand design team of 15. 2018–2022

- Hired by founder to reinvest in design quality and bring brand design into the product experience. Reset org priorities, headcount budget, talent profile, and brand design charter.
- Led 3-year One Platform UX vision that clarified roadmap and reset investment priorities. Built alignment through cross-functional roadshow presentations with senior leadership.
- Chartered a design-engineering team to build an open-source design system (live on GitHub) that unified 4 UI codebases, earning cross-team trust. Cut deployment time 70%, improved accessibility to 98th percentile.
- Established DesignOps, UXR toolkit, accessibility practice, career ladders, and compensation tiers. Raised the talent bar and built a positive, high-agency mindset team.

Coursera, Mountain View, CA
Director of Product Design 2014–2017

First design leader at Silicon Valley's online learning startup through Series B, C, D hypergrowth (from 70 to 350 employees, $2M to $95M revenue over 3 years). Built from consumer to B2B enterprise and online degrees.

- Hired by CPO (ex-VP Product at Netflix) to set design org vision, headcount growth, and cross-functional platform design team priorities across web and native mobile.

- Scaled design and user research team from 2 to 23, coaching new managers to raise the craft bar and build product influence with engineering, PM, and data science teams.
- Learner dashboard UX redesign drove course completion +13%.
- Led design for two new revenue lines: Coursera for Business (Enterprise) and multi-course Specializations with Penn Wharton, Michigan Ross, and Stanford, driving growth in the highest-margin tier.
- Redesigned Specializations purchase flow based on user research, improved conversion +40%.
- Conceived and designed Career Pathways, an onboarding flow that reorganized the UX around learners' career goals. Three lane segmentation adopted by Marketing and persists on homepage today. Launched with 8/10 user scores: "very useful, would recommend."
- Interviewed in Design Disruptors, an industry film profiling Silicon Valley's top product design teams, screened at over 1,000 events worldwide, reaching an audience of 30,000.

Google, Mountain View, CA
UX Design Director 2011–2014

Led 9 senior designers through Google acquisition of Motorola, keeping the advanced Android concepts UX charter intact. Partnered with global design and engineering studios in Chicago, Beijing, Seoul, and São Paulo.

- Led research and UX on flagship Moto X experiences: voice recognition, data migration, and gesture-based camera and gallery that set new benchmarks for speed and ease of use.
- Moto X awarded *Best Android Phone* by The Verge. Global sales increased +54% from 6.5M to 10M devices.
- Led design integration with Google and Motorola's Advanced Technologies group (ex-DARPA) commercializing two AI video R&D lab projects that shipped on Moto X and Moto G flagship devices.

ADDITIONAL RELEVANT EXPERIENCE

- **Financial Services / ecommerce:** Led UX strategy and website design at Publicis Groupe for Northern Trust, Northern Funds, and Fidelity Investments. Ecommerce clients: United Airlines, Disney, Samsung.

COMMUNITY

- **Startup Advisor** – Advising founder at Liftoff.xyz talent platform (Series A) on new user onboarding redesign, improving user loops for growth. 2025–26
- **Instructor** – Digital Product Design Studio. University of Michigan, College of Engineering. 2018
- **Mentor** – Design Fellows talent exchange program, Kleiner Perkins VC. 2016–17

ARTIFICIAL INTELLIGENCE SKILLS & PLATFORMS

- Claude Code, Claude skills, MCP, Cursor, GitHub, Vercel, v0, Gemini Notebook, Figma.

EDUCATION

- University of Michigan, Ross School of Business (Coursera) – Leading People & Teams Certificate
- Michigan State University – Master of Arts (MA), Telecommunication Media Arts: UI Design
- Michigan State University – Bachelor of Arts (BA), English Literature

CREATIVE INTERESTS

Lifelong vinyl enthusiast and DJ. Crate digger of funk, soul and electronic music. Hosted a weekly Friday night live DJ mix show in Chicago for 8 years on FM Radio.