MATT O'DONNELL
Senior Product Designer & Researcher

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Salt Lake City, UT

Senior product designer with fourteen years of experience spanning multiple industries, including finance, healthcare, and the military.

VMware Tanzu Labs | Senior Product Designer with Secret Clearance
2021 - 2024 - Acquired by Broadcom - Remote

Contributed to establishing a design discipline and culture at the Army Software Factory (ASWF) in Austin, TX, a division of the Army Futures Command. Contributed to the development of assets and resources to ensure individual contributors have high confidence from day one of an LLM project and help enable the Tanzu Sales team to sell this capability.

- Directed research and design to develop digital solution that enabled over 20 instructors to monitor fire mission processing data and reduce the need to manually capture data which resulted in an increase in time to focus for training over 200 soldiers.
- Served in a leadership role as the design lead for the Army Software Factory (ASWF), guiding 4 cohorts with over 30 soldiers in software development, creating curriculum, and conducting training sessions to build technical skills. My efforts combined operational efficiency with technical education, playing a crucial part in enhancing the Army's expertise in both areas. Our mission was to transform soldiers with minimal or no design and technology background into competent designers who prioritize user needs.
- Worked to ensure that individual contributors are highly confident and well-prepared for AI-centric client projects, enabling the Tanzu Sales team to promote these capabilities in shorter sales cycles, leading to increased revenue. Conducted small-scale experiments with large language models (LLMs) to assess effectiveness and optimize evaluation processes for our internal team.

Takeda Pharmaceuticals | Product Designer
2020 - 2021 Boston, MA

Led the research and design effort to create a digital companion app for people living with narcolepsy. Additionally, I co-led Takeda's design thinking initiative to promote and expand the company's user-centered design practices.

- Led a research initiative with individuals who have narcolepsy (PwN) to gain insights into how their daily challenges impact their quality of life.
- Designed user flows and UI that enables people with narcolepsy (PwN) to record their symptoms, helping them gain a clearer understanding of their condition.
- Frequently led workshops with company leadership to encourage and implement user-centered design practices across the organization.
- Collaborated with company leadership to research and plan the 'Return to Office' initiative, aimed at supporting employees as they transition back to working in the office.

athenahealth | Design Lead
2019 - 2020 Watertown, MA

Served as the design lead within a multi-disciplinary team to revamp the interface used by physicians and clinicians during patient consultations about personal health.

- Directed the research and redesign of athenahealth's Social History experience, encompassing a content builder for internal content creators, a workflow system for practice administrators to create Social History templates, and an interface for physicians and clinicians to use during patient consultations.

Pivotal Labs | Product Designer
2016 - 2019 Boulder, CO & London, UK

Led UX design for a multi-disciplinary team collaborating with Fortune 500 companies. I spearheaded research projects for the oil and gas industry, the military, financial service providers, and led two internal research initiatives within Pivotal's R&D department.

- Streamlined and consolidated 16 different systems into an internal application for the mortgage retention department at a major financial services provider.
- Led design initiative with the Air Force to identify challenges faced by maintenance workers in their scheduling and certification processes.
- Spearheaded research initiatives within Pivotal's R&D department to understand the issues customers face when using Pivotal's cloud platform.
- Designed an internal application for a financial services provider that allows traders and their managers to track sales performance and incentivizes them to achieve higher and more consistent productivity.

Slice of Lime | Product Designer
2015 - 2016 Acquired by Pivotal - Boulder, CO

Worked with companies across multiple sectors, including Medtronic, Deloitte Digital, Prologis, and various startups.

- Created an integrated performance management and decision-support platform to allow users to quickly compare different financial outcome scenarios.
- Researched, designed and launched an iOS app that allows users to schedule the time and location for an oil change.

Education
University of Colorado, Boulder | BDW Program
2011 - 2012 - Boulder, CO
Temple University | Fox School of Business
2001 - 2005 - Philadelphia, PA
BA Marketing