

# Kat Matfield

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katmatfield.com

## Skills

Product strategy  
Leading teams  
User research  
Service design  
Lean UX  
Multivariate testing  
Data analysis  
SQL  
Python  
Workshop design &  
facilitation  
Agile methodologies

## Education

UCL  
MSc Digital Anthropology  
2017-2019 (part time)  
  
Oxford University  
BA English, 1st class  
2005-2008

## Product Manager/Product Lead

11:FS

2018-2019

11:FS is a consultancy that develops new fintech products for clients, as well as building its own products, such as Pulse, a SAAS competitive intelligence platform.

- **Product strategy:** defined a product strategy, product vision and content strategy for Pulse, coordinating input from the product team, company founders and other stakeholders across the business. Collaborated with colleagues in sales, marketing and client engagement to develop aligned plans for these areas.
- **Proposition design:** worked with clients to translate Jobs to be Done and market research into viable, feasible and lovable propositions and MLP scopes.
- **User research:** designed, conducted and analysed a variety of research (in client projects and for Pulse) to identify key job stories/personas, spot opportunities, and validate and prioritise feature ideas.
- **Mentoring and education:** created development plans for junior product and growth colleagues and used coaching and hands-on tasks to improve their skills. Trained colleagues across disciplines in using behavioural psychology in design.
- **Lean/agile project management:** introduced the cross-functional Pulse team to user-centric, data-driven, iterative and collaborative ways of working.

## Product Manager/Senior Product Manager

Skyscanner

2016-2018

- **Product strategy:** helped develop a strategy for my department, focused on delivering the highest possible user impact and aligning with company strategy.
- **User research:** designed, conducted and analysed multimodal research to measure usability, uncover user needs and validate ideas. Trained and supported colleagues to run their own research, and advocated for a culture of research.
- **Data analysis and experimentation:** designed and ran well-formed experiments, and analysed data to uncover user behaviour and identify opportunities.
- **Machine learning:** worked with data scientists to conceive, evolve and validate machine learning features. Maintained empirical rigour without losing sight of the big picture: how does this help the user?
- **Stakeholder management:** collaborated with colleagues in marketing/legal/user support/design/product/engineering, across three continents and five time zones.
- **Leading teams:** inspired a cross-functional team with a product vision, then broke that into iterative releases that balanced team learning and user value.

## Head of Product

Silicon Milkroundabout

2015-2016

Silicon Milkroundabout connects the best candidates with high-growth tech companies at events that are more enjoyable than the usual hiring process.

- **Product strategy:** translated the business's priorities into a flexible roadmap that balanced urgent short-term needs with building reliable foundations for future iteration. Identified opportunities for differentiation in the longer term.
- **UX design:** collaboratively designed high level flows, to make sure the whole service experience was intuitive, simple and valuable for all users.

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## Side projects

### Gender Decoder

A simple website that analyses job descriptions for subtly gender-coded language, to reduce bias in recruitment.

### Shelvd

A reading logger using Plivo and Amazon APIs, to help me keep track of my reading and be aware of the diversity of the authors I read.

### Instagram analysis

A project for my Masters coursework, which uses Clarifai's image recognition API to analyse Instagram pictures of a famous London food market to find common tropes.

- **Agile project management:** worked with a newly-formed tech team to develop a process which allowed them to deliver quality software at a sustainable speed.
- **User research:** introduced a culture of user research and devised an agile research program that gave teams across the business the insight they needed.

## Product Manager/Service Designer

### Adaptive Lab (now Idean UK)

2012-2015

Adaptive Lab was an innovation agency that designed and built digital products for clients like Tesco, Barclays, Experian, Vodafone and the Associated Press.

- **Proposition design:** devised products targeting the overlaps between user needs, business goals and market gaps, and defined roadmaps for delivering them.
- **Research:** desk research into markets, competitors, trends and design patterns; ethnographic user research and remote/in-person usability testing.
- **Service and UX design:** ran an evidence-based, user-centred design process to create end-to-end experiences that achieve customer and business goals.
- **Leading teams:** set the direction and goals for cross-functional teams, enabled them to work autonomously, and guided them to do their best work.
- **Agile project management:** managed the backlog and sprint process for a cross-functional team so they could deliver working software regularly and iteratively.
- **Stakeholder management:** worked with a broad range of client stakeholders to understand their needs, involve them in prioritisation, and communicate results.
- **Establishing culture:** played a central role in establishing a culture of trust, transparency, growth and nimbleness, as the company's 2nd employee.

## Marketing Manager

### Reevoo

2011-2012

Reevoo is a social commerce company that provides reviews, ratings and customer Q&A for their clients' ecommerce websites, and on their own consumer comparison site. In this role, I worked mainly on the B2B side of the business.

- **Product management:** managed the design and development of a new corporate website and CMS. Assisted with the product work for social commerce plug-ins.
- **Content strategy:** devised a content marketing strategy that aligned with other marketing foci and activities. Defined B2B and B2C brand tone of voice.
- **Content creation:** created effective, engaging content for emails, webpages, ebooks, brochures, banners and more for a variety of B2C and B2B audiences.

## Category Manager

### Reevoo

2009-2011

In this role, I worked on the B2C side of the business.

- **Community management:** managed the loyalty programme, adding 12,000 members in 5 months and boosting return and conversion rates for members.
- **Revenue optimisation:** co-ordinated a company-wide project to increase average revenue per website user (target comfortably exceeded).
- **Idea generation:** contributed ideas for features/improvements to the backlog.

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## Recommendations from former colleagues, taken from LinkedIn

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### **Jamie Newman, Engineering Manager at Skyscanner**

Kat is the most user-focused, technically-aware product person I've worked with. She is also a lovely human being who is considerate of her team, their morale, needs and opinions.

Every product decision that she makes is rooted in user research, which she is incredibly passionate about, to the extent that she has ensured that her team and the wider company are aware of how users use our products and those of our competitors by organising regular user research video sharing sessions and fomenting a user-first attitude to those around her.

In addition, she is also adept at analysing and weighing up competing data from user research, product metrics, future visions and technical implications to help ensure a timely delivery of user value.

### **Chris Behr, Senior Product Designer at Skyscanner**

Kat is an amazing Product Manager, and indeed an amazing person. She's great to have involved at any stage of the design process, and really helped to own and deliver user insights and research during the exploratory stages of the project we worked on.

She's capable of asking the right (and indeed difficult) questions, whether she's participating in or facilitating meetings. Our initial ideation sessions were some of the best fun I've had as a designer, and I'm going to really miss working with her.

At the later stages of the project Kat has a laser-eye for detail, working with another designer and me to deliver clear spec docs and prototypes. We had a clear understanding of the phases of our project, and Kat was able to clearly explain reasoning behind what we would deliver and why.

### **Pete Findlay, CEO at Silicon Milkroundabout**

Kat will get as close to her users as possible to draw out insight and data, and can then step back and use her brainpower and experience to look for anything from feature-level to whole-system opportunities to improve user experience. She gets how to balance users<>KPIs<>revenue. I'd love to work with Kat again in the future.

### **Sam Foster, Head of Design at Silicon Milkroundabout**

Working with Kat was an absolute pleasure. She conducts herself professionally and with integrity, but also with compassion which makes her an excellent leader. The product team was efficient, supportive and one of the best I've worked with. I wouldn't hesitate to work with Kat again and being part of her team gave me access to one of the best mentors I've had.

### **Jeanne Marell, Lead Service Designer at Adaptive Lab**

The two qualities in Kat's skill set and work ethic that stood out from day 1 of working together are the breadth, quantity and quality of work that Kat would deliver in record time, and her relentless drive for growth and self-improvement.

She's an absolute pleasure to work with, always looking for ways to improve her work and methods, and happy (eager even!) to be challenged. She thinks broadly, deeply, constructively, and... fast! I would count myself lucky if I could have her on my team again in future.