Kat Matfield

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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 in Digital Anthropology
2017–2019 (part time)

Oxford University
BA English, 1st class
2005–2008

Senior Product Manager

Small Improvements   Sept 2019–present

Small Improvements is a radically human-centred performance management and feedback platform.

- **Process transformation:** helped shift the organisation from instinct-driven to data-driven product development, including educating colleagues on dual-track product development and validation techniques.
- **Product strategy:** designed and executed a lean process to find a differentiated product positioning, engaging with internal stakeholders, customers and industry analysts.
- **Service design:** led the design of the high level user journey for the newly-defined product positioning.

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, an early-stage SAAS competitive intelligence platform. I worked partly on client projects, and partly on Pulse.

- **Product strategy:** defined a strategy and vision for Pulse, drawing on user research alongside input from the product team and company founders. Collaborated with sales and marketing colleagues to develop aligned plans.
- **Team management:** managed junior Product and Growth Managers, including creating job descriptions and development plans, and guiding them to improve their skills and understanding.
- **Lean/agile project management:** introduced the cross-functional Pulse team to user-centric, data-driven, iterative, collaborative ways of working. Defined, executed and adapted process for client projects on the fly.
- **Stakeholder management:** collaborated with client stakeholders to deliver projects and champion the outcomes throughout their organisations.
- **User research:** designed, conducted and analysed a variety of research to identify user goals and opportunities, and validate and prioritise features.

Senior Product Manager

Skyscanner   2016–2018

- **Product strategy:** defined strategy for a new area of the product, demonstrated to senior stakeholders how this aligned to the company strategy, and advocated for the vision across the business.
- **Leading teams:** inspired and aligned multiple cross-functional teams with a product vision, then coordinated the delivery of that vision in iterative releases that balanced team learning and user value.
- **Stakeholder management:** persuaded, informed and collaborated with colleagues in marketing/legal/user support/design/product/engineering, across three continents and five time zones.

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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 an image recognition API to analyse Instagram pictures of a famous London food market to find common tropes.

- **Data analysis and experimentation:** designed well-formed experiments, and analysed data from millions of app users to understand behaviour, measure impact 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?
- **User research:** designed, conducted and analysed research to guide everything from product strategy to UX details. Trained and supported colleagues to run their own research, engendering a culture of research.

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.

- **Team management:** recruited and managed a team of two, including defining job descriptions, and supporting them to do their best work.
- **Product strategy:** translated the business's priorities into a flexible roadmap that balanced urgent short-term needs with building reliable foundations for future iteration and product differentiation.
- **Agile project management:** shaped the processes for a newly-formed team to enable delivery of quality software at sustainable speed.
- **Service design:** collaboratively designed a cross-channel service experience, making sure it was intuitive and valuable for users on both sides of the product's marketplace.

Product Manager/Service Designer

Adaptive Lab (now Idean UK)   **2012–2015**

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

- **Establishing culture:** played a central role in building a culture of trust, transparency, growth and nimbleness, as the company's 2nd employee.
- **Process design:** defined the company's product development approach, and evolved it over time to balance pragmatism and best practice.
- **Stakeholder management:** worked with a broad range of client stakeholders, including senior decision-makers, to scope work, collaborate, persuade and communicate results.
- **Proposition design:** devised products targeting the overlaps between user needs, business goals and market gaps, and defined corresponding MLPs.
- **Service design:** ran an evidence-based, user-centred design process to create experiences that achieved customer and business goals.
- **Leading teams:** set the direction and goals for cross-functional teams, enabling them to do their best work with high autonomy and alignment.
- **Agile project management:** defined the process and managed the backlog for a cross-functional team so they could deliver working software