Kat Matfield

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Head of Product

Silicon Milkroundabout

2015-2016

Silicon Milkroundabout connects the best candidates with high-growth tech companies, at events which are far more enjoyable than the usual hiring process. I joined as the first permanent Head of Product to help with ambitious growth plans.

- Product strategy: translating the business's priorities into a flexible roadmap
 that balanced urgent short-term needs with building reliable foundations for
 future iteration; leading on build/buy technology decisions; and identifying
 opportunities for differentiation in the longer term.
- UX design: collaboratively designing high level flows and tiny details, to make sure the whole service experience is intuitive, simple and valuable for all users.
- Agile project management: working with a newly-formed tech team to tailor a process which allows them to deliver quality software at a sustainable speed.
- Research: introducing a culture of user research and devising a varied, agile research programme that gave teams across the business the insight they need.
- Process design: refining existing business processes to enable the team to scale from twice-annual London events to multiple events a year in multiple cities.

Product Manager & Service Designer

Adaptive Lab 2012-2015

Adaptive Lab is an innovation agency, offering strategy, design and technology services. I worked with clients like Tesco, Barclays, Experian, Vodafone and the Associated Press, on projects that ranged from from ten-day prototyping sprints to complex, year-long projects to enhance and scale big data systems.

- Product strategy: devising product/service concepts that hit the sweet spot where user needs, business goals and market gaps overlap. Turning concepts into clear, achievable roadmaps and inspiring visions.
- Research: desk research into markets, competitors, trends and design patterns; planning and executing ethnographic user research and remote/in-person usability testing; analysis and presentation of insights.
- Service and UX design: running a evidence-based, user-centred design process to create end-to-end experiences that achieve customer and business goals.
- Prototyping: producing prototypes collaboratively and individually using tools from pen and paper to Keynote, Sketch, Invision and Proto.io.
- Leading teams: setting the direction and goals for cross-functional teams, enabling them to work autonomously, and guiding them to do their best work.
- Planning and delivery: deciding timescales, project structure and resourcing, and ensuring projects deliver high-quality outputs on time and on budget.
- Agile project management: supporting teams to deliver working software regularly, and persuading agile-phobic clients of the value of this approach.
- Stakeholder management: working with a broad range of stakeholders to understand their needs, involve them in prioritisation, and communicate results.

Various Product and Marketing Roles

Reevoo 2009-2012

Performing a range of different roles across content marketing, UX and product management, for a fast-growing social commerce start-up.

Skills

Product strategy
Lean UX
Service design
Usability testing
Ethnographic research
Data analysis
Python
SQL
Prototyping
Workshop design &
facilitation
Copywriting
Content strategy
Agile project managment

Education

Oxford University BA English, 1st class 2005-2008

Recommendations from clients

Alex McIntosh, Chief Executive Officer, UK at YouGov

"It is a real pleasure to work with Kat - she really understands what businesses are trying to achieve through the application of technology. She is able to take the strategic view but crucially bridge the gap to tactical execution and really delivers. It was fun working with her and I hope to do so again in the future."

Tom Hopkins, Director of Product, Credit Expert & Identity at Experian

"I've worked with Kat on a number of projects (as a client) and always found her to be incredibly creative, diligent, professional and basically all of the things you would want from someone doing innovation and service design. I wouldn't hesitate to recommend her."

Recommendations from colleagues

Jeanne Marell, former 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! She's always ahead of the game, and a great team member you can blindly rely on to deliver. I would count myself lucky if I could have her on my team again in the future."

Ben Jackson, former CTO at Adaptive Lab

"Kat is an amazing Service Designer and is a joy to work with. Her ruthless efficiency is awesome to behold, as is her incredible knowledge of tools, techniques and pertinent theories she calls upon to aid her work. She has led several projects at Adaptive Lab, designing products and services for some big name companies and working closely with our design and dev teams to build them out."

lan Ozsvald, former contract developer at Adaptive Lab

"Kat managed and delivered a complex project involving Big Data, Data Science and me. She's very calm and collected in the face of evolving project requirements, challenging deadlines and unanticipated delays. It was a pleasure to work with her and I hope to do so again in the future."