Matthew Pereira
Product Designer

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VMware (formerly Pivotal Software)

Design Lead, Application Operations Program
SR PRODUCT DESIGNER (4) - NOVEMBER 2020 - PRESENT

- End-to-end ownership of the Application Operator experience for next generation VMware Tanzu platform
- Leading effort to design VMware Tanzu onboarding and operating experiences across complex product ecosystem
- Designer for VMware's next gen on-cluster Kubernetes-native automation tool, while continuing to lead design for Concourse CI

Designer, Concourse CI
SR PRODUCT DESIGNER (3) - FEBRUARY 2019 - OCTOBER 2020

- Led the discovery, framing, execution and measurement of several UI/UX initiatives that contributed to Concourse featuring in both ThoughtWorks' Tech Radar and Github's Satellite in 2020
- Led initiatives to develop a comprehensive metrics and tracing suite, enterprise documentation, and install/upgrade experiences
- Created a sustainable, scalable research and knowledge repository combining customer and open source community survey data, user research, and feedback from internal stakeholders

Side Projects

- Key contributor to Open Source Software Design Strategy initiative
- Keynote speaker at Cracking the Product Design Interview series
- Developed and lead international facilitation training initative
- Organizer and facilitator for diversity and inclusion events at CF Summit 2020 and SpringOne Plaform 2020
- Design interview panelist, iterating on the VMware design interviewing process

Statflo Inc.
PRODUCT DESIGNER - APRIL 2018 - FEBUARY 2019

One person design team in growing 70+ person wireless retail industry startup, contributing to product strategy, user research, iterating on new features, and planning agile sprints for team of 20 engineers.

- Ongoing end-to-end ownership of design for flagship 1:1 Conversations product, Statflo CRM, email outreach tools, and white label initiatives
- Led development and execution on retail appointment booking platform in partnership with iQMetrix

UI / UX / ENGINEER - APRIL 2016 - MARCH 2018

Tenth employee at scrappy wireless retail industry tech startup, contributing everything from design to full stack development.

- User research, prototyping, UI/UX design, and front-end code for flagship 1:1 Conversations product (now branded Statflo TextKit)
- UI/UX design, prototyping, and front-end code for in-app calling product
- HTML email platform, ROI calculation tools, and in-app sales tools

Canada Learning Code / ADaPT Lead
JANUARY 2016 - APRIL 2016

- Paid curriculum author and lead instructor for Advanced Digital and Professional Training (ADaPT) progam - a joint effort with Ryerson University that bridges the employment gap for non-tech grads with digital literacy & content-creation skills
- Volunteer curriculum author and lead instructor for JS, HTML/CSS, Python, and Scratch programs empowering under-represented minorities & kids (6-12) with digital literacy and content creation skills

OCAD U / BFA Photography
2003 - 2007

- Thesis program taught creativity, critical thinking, and the ability to express, defend, and iterate on complex ideas in group critique and panel sessions
- Emphasis on consistently high quality output on short deadlines
- Developed fundamental research and ideation skills

Key Skills
PRODUCT DESIGN

- End to end persona, user research, design studio, and lean canvas development as design lead or balanced team member
- Meticulously crafted user studies, based on contextual inquiry, prototyping, telemetry, and survey data
- Rapid prototyping and developer handoff workflows - Figma, Sketch, Invision, more
- Design system, component library, and UI kit design, development, documentation, maintenance and governance

ENGINEERING

- Beautiful, usable Javascript applications in Typescript, React, Redux, Sass & Storybook
- Build automation and CI/CD with various credential, auth, and observability strategies
- Kubernetes, Docker, and VM deployment
- Accessible, responsive, ARIA-compliant design for multiple platforms and devices