

# Matthew Pereira

## Product Designer

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### VMware Tanzu (formerly Pivotal Software)

SENIOR PRODUCT DESIGNER (4) - FEBRUARY 2019 - PRESENT

Pivotal Software had a holistic approach to design, involving user research, process design, UI/UX and interaction design, usability testing and more - all in a challenging enterprise problem space. Acquired in 2020, VMware integrated Pivotal's design practice into its own.

As a design lead in the Modern Applications Platform division I own an end to end experience for DevSecOps operators. My program is developing products, processes, documentation and infrastructure that thousands of companies (as well as our own field teams) rely on to achieve digital transformation, migrate to Kubernetes, and create a swift, bulletproof path to production.

In this program, products that are driving the future of infrastructure automation, CI/CD, and a platform powering several other high value VMware products. This presents unique challenges for user-centered design due to the huge spectrum of use cases and competing stakeholders: internal teams and products, operations and development for our enterprise customers, and busy open source communities. My core team's project, Concourse CI, was featured in both Thoughtworks' Technology Radar and Github's Satellite in 2020.

Other highlights include: developing the process for cataloging customer knowledge and research, redesigning the way the organization writes, tests, and deploys product documentation, creating a UI kit for faster front-end delivery, creating a comprehensive metrics/tracing suite, iterating on the VMware design hiring process, and working with users on- and off-site, around the world.

In my spare time I champion for accessibility, diversity and inclusion, teach facilitation practice, and maintain the Concourse OSS community.

### Statflo Inc.

PRODUCT DESIGNER - APRIL 2018 - FEBRUARY 2019

Once Statflo was big enough, I officially migrated from being embedded in the engineering team to a full time product design role. In addition to being in charge of designing and prototyping every new feature, conducting research to de-risk and prioritize our product backlog, and conceptualizing special products, I was now championing a design practice.

I worked closely with our software's user base, coordinating between our sales and customer success teams, our product owners, and our developers. Together, the swiftly growing company could develop product value with higher velocity, but also much less risk.

UI / UX / ENGINEER - APRIL 2016 - MARCH 2018

I joined Statflo when it was just 9 full time employees, as the company's first design and front end resource. I played a key role in researching, designing, and developing the initial MVPs or Statflo's industry-leading outreach platforms: in-app calling, TextKit 1:1 text messaging, and appointment booking features used across North America and Europe.

### Canada Learning Code / ADaPT Lead

JANUARY 2016 - APRIL 2016

After volunteering with the organization regularly as a content developer and lead instructor for programming and gamemaking programs, I was hired to develop and lead Ryerson's Advanced Digital and Professional Training program. ADaPT is an ongoing joint effort with CLC that focuses on bridging the gap to employment for non-tech grads with digital literacy and content creation skills.

### OCAD U / BFA Photography

2003 - 2007

The OCAD thesis program challenged my creativity and critical thinking, and taught me to express, defend, and iterate on complex ideas in group critique and panel sessions.

In addition to studio and location skills, and producing commercial work and fine art for exhibition, I learned to create consistently high quality output on short deadlines, and developed fundamental research and ideation skills still used daily in my career.

### Key Skills

#### PRODUCT DESIGN

- End to end persona, user research, design studio, and lean canvas development as both a design lead and a balanced team member
- Meticulously crafted user studies, based on contextual inquiry, prototyping, telemetry, and survey data
- Rapid prototyping and developer handoff workflows in Figma, Sketch, Invision, Zeplin
- 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 a variety of platforms and devices