# Matt Szaszko

## Product Designer

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Portfolio on mattszaszko.com

Designer with a background in Psychology and hands-on Product Management experience. I've crafted solutions across three continents but have called the Netherlands home for the past seven years. Actively sharpening my Dutch to working proficiency. As a former founder I bring entrepreneurial zeal and understanding to your business. I thrive in collaborative environments and aim to create technology that delivers scalable, positive impact to the world.

I am into motorcycle camping, hiking exploring local dishes, architecture and modern art. Deeply interested in history and how it shapes our modern work.

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## Freelance   Senior Product Designer / Product Manager

### December 2023 - Present, Remote

**Freelancing in Product Management and Product Design** after Inframent, working on projects such as managing an API product at TOPdesk and mentoring students at the Code2Unlock Kigali hackathon in Rwanda. Active participant in MapTime Amsterdam's mapping community and various design meetups. Working on a personal project connected to camping in the Himalayas.

## Inframent   Co-founder

### September 2022 - November 2023, Noordwijk

Co-founded a GIS SaaS startup for infrastructure companies and led all product development. Designed the mapping UX, integrated with client GIS systems, and built an enterprise solution for underground cable reporting. Gained advanced **experience with ArcGIS, MapTiler, Leaflet, and GNSS augmentation**, working with the European Space Agency on accuracy in urban environments. Though the startup closed before PMF, it provided deep expertise in mapping and spatial product design.

## Zivver   Senior Product Manager

### May 2021 - April 2022, Amsterdam

Owned the Product and UX for Zivver's secure communication **platform with 1M+ users.** Led design across web and mobile, focusing on end-user flow optimization and Admin personas. Conducted user interviews, ran **accessibility workshops with Koninklijke Visio, and redesigned Zivver's most critical user flow.** Contributed to persona development and improved accessibility, research quality, and product consistency.

## WeTravel   Product Manager & UX Designer

### September 2019 - September 2020, Amsterdam

**First Product Manager** for a Series A travel payments SaaS, **leading 16 developers and owning all UX, research, and prototyping.** Delivered major features including the WeTravel Card and a rebuilt reporting system. **During COVID-19, launched financial safeguards that reduced chargeback risk by $5.7M and saved $1.5M in operational costs.** Shifted the engineering organization to agile, improving reliability and increasing release pace fivefold.

## Super Izzy AI   Product Designer

### May 2018 - September 2019, Remote

Led product design at a small health tech startup called Super Izzy, an AI chatbot delivering sexual health advice. Directed architecture, UX, and cross-platform strategy, produced investor materials, and contributed marketing content. **Achieved 1.5k MAUs and a 90% opt-in rate following a GDPR redesign.** I was working remotely with occasional in person collaboration in Berlin.

## Ex Machina   Product Manager & UX Designer

### June 2018 - August 2019, Amsterdam

Managed PlayTrivia, an interactive video platform with ultra-low latency video and large-scale engagement. Collaborated with designers, **implemented user-journey mapping, and introduced Zeplin to improve designer-developer handoff.** Led multiple Design Sprints and supported mobile + web UX improvements. The platform I built was stress tested for 1M+ concurrent users. I was hands on with implementation for clients across continents.

## Bicycle AI   Product Designer & Manager

### January 2017 - May 2018, San Francisco, Bangalore

Led UX/UI and product work for Mob Show, a live interactive video based trivia mobile app for the Indian market with **500k installs, 100k DAU, and a 4.68 Play Store rating.** Designed both app and video production workflows and tooling. Previously led product and design for a conversational ML solution that led to the startup **earning a place in the prestigious Y Combinator for their Winter 2017 batch with a 65% useful response rate.**

## Nestlé   Product Manager

### June 2014 - January 2016, Budapest

**Completed Nestlé's Leadership Program** and managed digital initiatives for FMCG products. Oversaw digital asset management and coordinated stakeholders across multiple waterfall projects.

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## Languages   **English, Hungarian:** Native   **Dutch:** Intermediate   **Italian, German:** Beginner

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## Education   **BSc Psychology**, University of Abertay Dundee, United Kingdom, 2010 - 2013