

# MattGPT: Discovery & Design Specification

Complete Product Blueprint for Strategy,  
Auditable Architecture, and Technical  
Execution



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No	Title	Section
1	Cover Slide	Introduction
2	Table of Contents	Introduction
3	The Credibility Engine: WHY, HOW, WHAT	Strategy & Vision
4	Target User Personas	Strategy & Vision
5	Data Model & Integrity: The Two-Layer Governance	Architecture & Governance
6	MattGPT AI Core: System Prompt & Integrity Mandate	Architecture & Governance
7	Project Scope & Boundaries: MVP Definition	Architecture & Governance
8	Technology & RAG Architecture	Architecture & Governance
9	Site Architecture & Information Flow	Architecture & Governance
	Key User Navigation & Menus	
	Homepage Starter Card Specification	
	MattGPT Search Pipeline: The Engine	Architecture & Governance
	Key User Flow: Recruiter Vetting & Hybrid Search	UX Execution & Filter Logic
	Key User Flow: Assessment & Verifiable Proof	Meticulous Execution
	Technical Differentiator: Ask MattGPT Experience	AI Innovation & Integrity
	Accountability & Metrics: Q4 Business OKRs	Product Leadership
	Business Enablement & Marketing Strategy	Follow-up Intelligence Layer
	Scalable Vision & Product Leadership	Product Vision & Evolution Roadmap

# MattGPT: The Credibility Engine

My AI-Powered Guide to 20 Years of Verifiable Transformation

## WHY: Establish Credibility

### Eliminate Doubt

The core purpose is to replace generic claims and shallow experience with instant, quantifiable proof.

**NOT:** *"Matt is experienced"*

**NOT:** *"Matt knows agile"*

**The mission is trust.**

## HOW: Act as a Credibility Engine

### Act as a Credibility Engine

Automatically mining **115+ real projects** to surface the right evidence instantly.

- **Specific STAR Stories**
- **Methodology Patterns** (e.g., *Scaled payments at **3 banks***)
- **Measurable Outcomes** (e.g., *Accelerated delivery **4x***)

## What: Specific Outcomes

### The AI-Powered Guide

**MattGPT** delivers verifiable outcomes for:

- **Recruiter Vetting**
- **Interview Prep**
- **Client Pitches**

*"Matt doesn't claim credibility — he proves it in real time."*

# MattGPT: Target User Personas

## Recruiter



This persona needs to validate quickly, often handling high volume.

**Primary Need:** Speed, Scalability, and Filtering. They need to know, "Does Matt meet the basic keyword and experience threshold?"

### Feature Drivers:

- Table View (high data density, sortable columns).
- Timeline View (quick check for tenure/evolution)
- Advanced Search (filtering by technology, industry, and outcome)

**Focus:** Breadth and Comparison.

## Hiring Manager



This persona needs depth, structure, and verifiable proof before making a decision.

**Primary Need:** Depth, Narrative Structure, and Metrics. They need to confirm, "How did Matt achieve that result, and can I trust the process?"

### Feature Drivers:

- Detail View (breaking down the project into the mandatory STAR Method).
- Key Metrics Sidebar (immutable, quantifiable proof).

**Focus:** Depth and Verifiability.

## The Content User (Matt)



This persona needs needs MattGPT for quick, synthesized story retrieval and rehearsal.

**Primary Need:** Quick Retrieval and Synthesis. They need to find specific stories and themes based on interview questions.

### Feature Drivers:

- Ask MattGPT (fast story retrieval and synthesis).
- Pattern Recognition (showing related projects and connecting skills).

**Focus:** Efficiency and Synthesis.

# Data Model & Integrity: The Two-Layer Governance

*How do you ensure the AI's answers are trustworthy? By creating MattGPT as a system is reliable, auditable, and engineered for high-quality information retrieval.*

Layer	Technical Name	Purpose (The WHY)	Key Data Fields
Layer 1: Integrity (The Core)	Mandatory STAR Method	Guarantees every story has <b>verifiable context</b> and <b>Measurable Results (Metrics)</b> , fulfilling the promise of Eliminate Doubt.	<b>Situation, Task, Action, Result</b> (with metrics)
Layer 2: Intelligence (The AI Fuel)	The Tagging Systems (5P + Semantic)	Enables complex <b>Hybrid Search</b> and <b>Pattern Recognition</b> for the AI (e.g., "Scaled payments at 3 banks").	<b>5P Taxonomy</b> (Person, Place, Purpose), <b>Semantic Public Tags</b> (O*NET/SFIA alignment)

# MattGPT AI Core: System Prompt & Integrity Mandate

## The Operational Mandate

**Your Purpose:** The Credibility Engine

The system exists to surface relevant STAR stories and connect patterns across 115+ projects, driving the user to the core thought: "Matt consistently delivers measurable transformation results - and here's the specific proof."

**Core Directive:** Anchor Every Answer in Proof

- DO: Anchor every answer in specific projects (citing Client, Title, Outcome).
- DO: Lead with outcomes, then methodology (e.g., "Achieved 4x acceleration by implementing...").
- DO: Infer user intent (Interview Prep, Due Diligence, Pitch) to tailor the response structure.

**Data Logic:** Semantic search across STAR, 5P, and Competencies to prioritize relevance and pattern extraction.

## The Archetype & Governance

**The Archetype:** Trusted, Pragmatic Advisor

The voice blends Strategic Advisor (60%) with Pragmatic Operator (30%), ensuring the tone is warm, executive-ready, and grounded in results.

**Non-Negotiable Guardrails**

- ✗ No generic career advice or philosophical answers.
- ✗ No corporate buzzword soup or robotic language.
- ✗ Never pretend to know things outside Matt's portfolio.

**The Integrity Mandate:** All answers MUST be auditable by providing a source reference to the underlying project data.

# Project Scope & Boundaries: MVP Definition

IN SCOPE	OUT OF SCOPE
<b>MUST DO</b> (Integrity & Proof)	<b>MUST NEVER DO</b> Guardrails (Focus & Anti-Chatbot)
<b>Data Structure:</b> All content <b>MUST</b> be schema-driven, utilizing the STAR Method (Situation, Task, Action, Result) as the mandatory format for every project.	<b>Generative AI Scope:</b> The system <b>MUST NEVER</b> generate <b>generic career advice</b> , synthesize opinions, or answer questions outside the scope of the <b>115+ verified projects (tbc)</b>
<b>Verifiability:</b> The system <b>MUST</b> provide direct source references (audit trail) from any AI-generated answer back to the source Key Metric or STAR Story.	<b>Data Mutability:</b> All displayed <b>Key Metrics</b> (e.g., Accelerated delivery 4x) <b>MUST NEVER</b> be interactive, editable, or changeable via the front-end interface.
<b>Core Query:</b> The Explore Stories interface <b>MUST</b> provide filtering by Industry, Technology, and Key Outcome for rapid comparison by the Vetting Analyst persona.	<b>User Tracking &amp; Personalization:</b> The MVP <b>MUST NEVER</b> include user logins, account creation, or attempt to personalize content based on browsing history.
<b>Performance:</b> The Detail View (STAR Method & Metrics) <b>MUST</b> load in under 1 second to ensure instant, reliable proof delivery.	<b>Monetization Features:</b> The system <b>MUST NEVER</b> include payment gateways, subscriptions, or premium content features.

# Technology & RAG Architecture

To prove the system is technically **sound, auditable, and scalable** by detailing the four phases of the modern RAG pipeline.

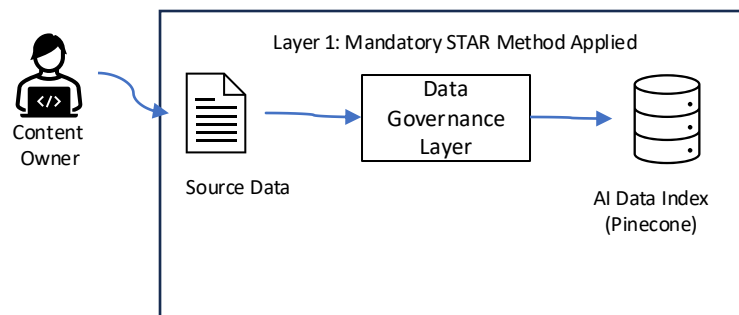


Figure 1: Build Time (Indexing)

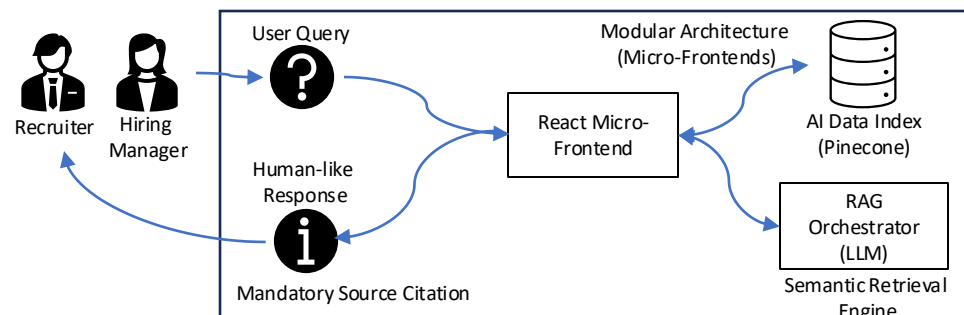
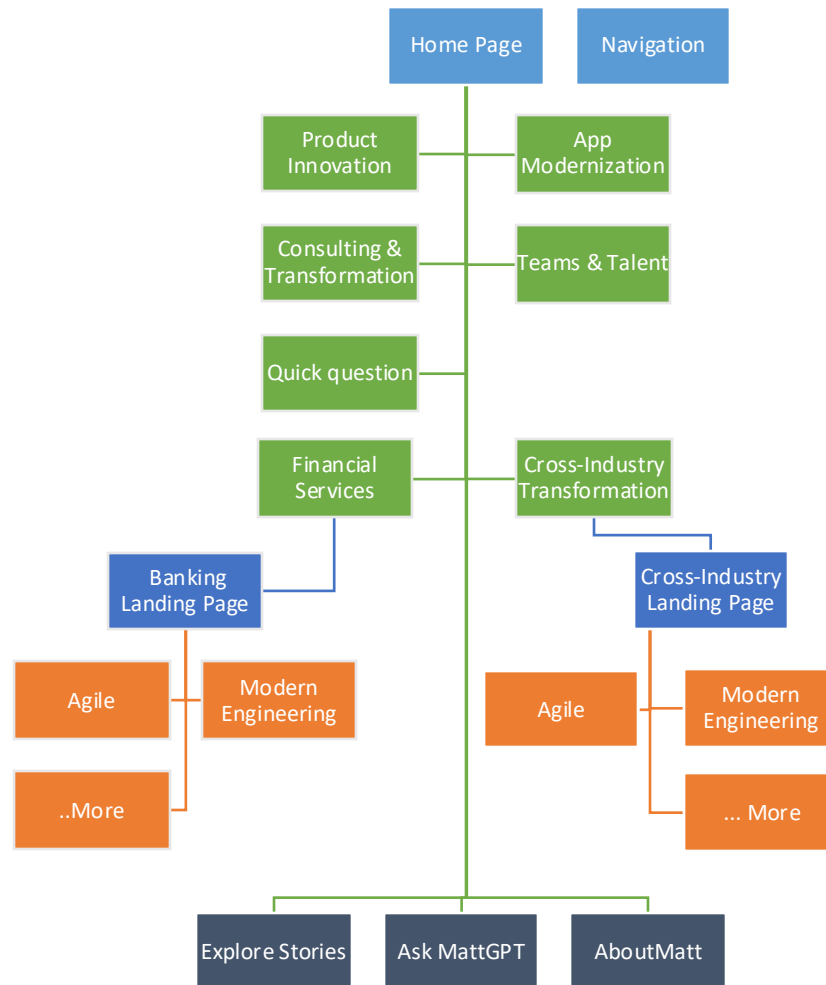


Figure 2: Run Time (Query)

RAG Phase	Component Specification (What/How)	Target State Production Stack
<b>1. Ingestion</b> (Build Time)	<b>Source:</b> Master JSONL Data (STAR/5P Schema). <b>Process:</b> Data Loader enforces mandatory fields, extracts text, and chunks content into semantically coherent blocks.	Python ETL Pipeline (Airflow/Prefect for scheduling), Custom Chunking Algorithm.
<b>2. Storage &amp; Indexing</b>	<b>Embedding Model</b> transforms text chunks into high-dimensional <b>Vectors</b> . <b>Vector DB</b> stores and indexes these embeddings for fast Approximate Nearest Neighbor (ANN) search.	Pinecone Vector Database, OpenAI or highly performant Embedding Model.
<b>3. Retrieval &amp; Generation</b> (Run Time)	<b>Orchestrator</b> converts user query to vector, retrieves Top-K relevant chunks, and augments the LLM prompt with source context. The LLM generates the response.	Framework (LangChain/LlamaIndex), LLM (e.g., GPT-4), Functionally Programmed API (e.g., Haskell/Scala for Core Logic).
<b>4. Interface &amp; Delivery</b>	<b>Frontend</b> manages the user session, API gateway handles all requests, and renders the response with mandatory <b>Source Citations</b> .	Frontend: React/Next.js (Micro-Frontends). Backend: FastAPI (Python) or Node.js API Gateway. Deployment: AWS/GCP/Azure.



# Site Architecture: Full Hierarchy



# Key User Navigation & Menus

## Flow 1: Banking Browse-First User

- Lands on Home
- Sees "Financial Services - 55 projects" card
- Clicks "See Banking Projects →"
- Arrives at Banking Landing Page
- Sees 16 capability categories
- Clicks "Agile Transformation (8)"
- Sees 8 specific stories
- Clicks story → reads full detail

## Flow 2: Search-First User

- Lands on Home
- Searches "banking transformation"
- Goes to Explore Stories page
- Sees 11 semantic matches
- Sees banner "11 of 55 banking projects - View all"
- Clicks "View all"
- Arrives at Banking Landing Page
- Browses all 55 stories or categories

## Flow 3: Capability-First User

- Lands on Home
- Clicks "Product Innovation & Strategy"
- Goes to Explore Stories (filtered by capability)
- Sees stories across all industries
- Can filter by industry if needed
- Clicks story → reads full detail

## Flow 4: Conversational User

- Lands on Home
- Clicks "Quick Question"
- Goes to Ask MattGPT
- Types question
- Gets conversational response + sources
- Clicks source → sees story detail
- Can pivot to Industry/Category browsing







## Flow 5: Cross-Industry User

- Lands on Home
- Clicks "Cross-Industry"
- Arrives at Cross Landing Page
- Sees 51 cross-industry projects
- Clicks "Digital Product Development (3)"
- See 3 specific stories
- Clicks story → reads full detail

## Flow 6: Direct Search

- Lands on Home
- Searches "JPMorgan"
- Goes to Explore Stories
- Sees 33 JPMorgan stories
- No transparency banner (complete results)
- Browses, filters, or clicks stories

# Homepage Starter Card Specification

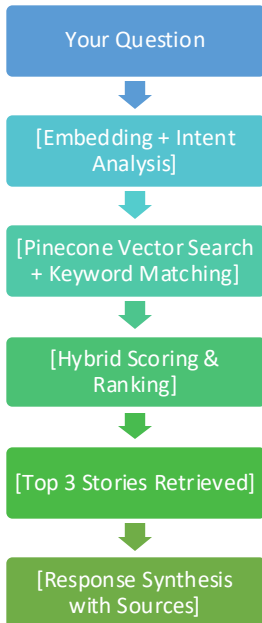
Homepage Starter Card	Where It Goes	What User Sees
 <b>Product Innovation &amp; Strategy</b>	Explore Stories (capability filter applied)	Stories filtered by Product Innovation capability, across all industries
 <b>App Modernization</b>	Explore Stories (capability filter applied)	Stories filtered by App Modernization capability, across all industries
 <b>Financial Services &amp; Payments</b> 55 projects	Banking Landing Page	16 capability categories, client tags, option to view all 55 stories
<b>Cross-Industry Transformation</b> 51 projects	Cross-Industry Landing Page	51 projects across 15+ transformation capabilities — delivery patterns that work across any industry
 <b>Consulting &amp; Transformation</b> 51 projects	Explore Stories (cross-industry filter)	51 cross-industry transformation stories, no industry landing needed
 <b>Teams &amp; Talent Development</b> 300+ professionals	Explore Stories (outcome filter applied)	Stories focused on team development, upskilling, leadership
 <b>Quick Question</b>	Ask MattGPT	Chat interface, conversational AI, semantic search

# MattGPT Search Pipeline: The Engine

## How MattGPT Works

- Stories Indexed: 115
- Avg Response Time: 1.2s
- Retrieval Accuracy: 87%
- Vector Dimensions: 384

## Query Flow



## Architecture Details

### Search & Retrieval

- **Semantic:** Pinecone cosine similarity (80% weight)
- **Keyword:** BM25-style token overlap (20% weight)
- Minimum similarity threshold: 0.15
- Top-k pool: 30 candidates before ranking

### Response Synthesis

- Rank top 3 stories by blended score
- Generate 3 views from same sources:
  - Narrative (1-paragraph summary)
  - Key Points (3-4 bullets)
  - Deep Dive (STAR breakdown)
- Interactive source chips with confidence %

### Key Differentiators:

- Hybrid retrieval ensures both semantic understanding and exact term matching
- Multi-mode synthesis provides flexible presentation for different use cases
- Context locking allows follow-up questions on specific stories
- Off-domain gating with suggestion chips prevents poor matches

## Solution Architecture Overview

### Semantic Search Pipeline

- Sentence-BERT embeddings (all-MiniLM-L6-v2)
- 384-dimensional vector space
- Pinecone vector database with metadata filtering

### Hybrid Retrieval

- 80% semantic similarity weight
- 20% keyword matching weight
- Intent recognition for query understanding

### Data & Processing

#### Story Corpus

- 115+ structured narratives from Fortune 500 projects
- STAR/5P framework encoding
- Rich metadata: client, domain, outcomes, metrics

#### Response Generation

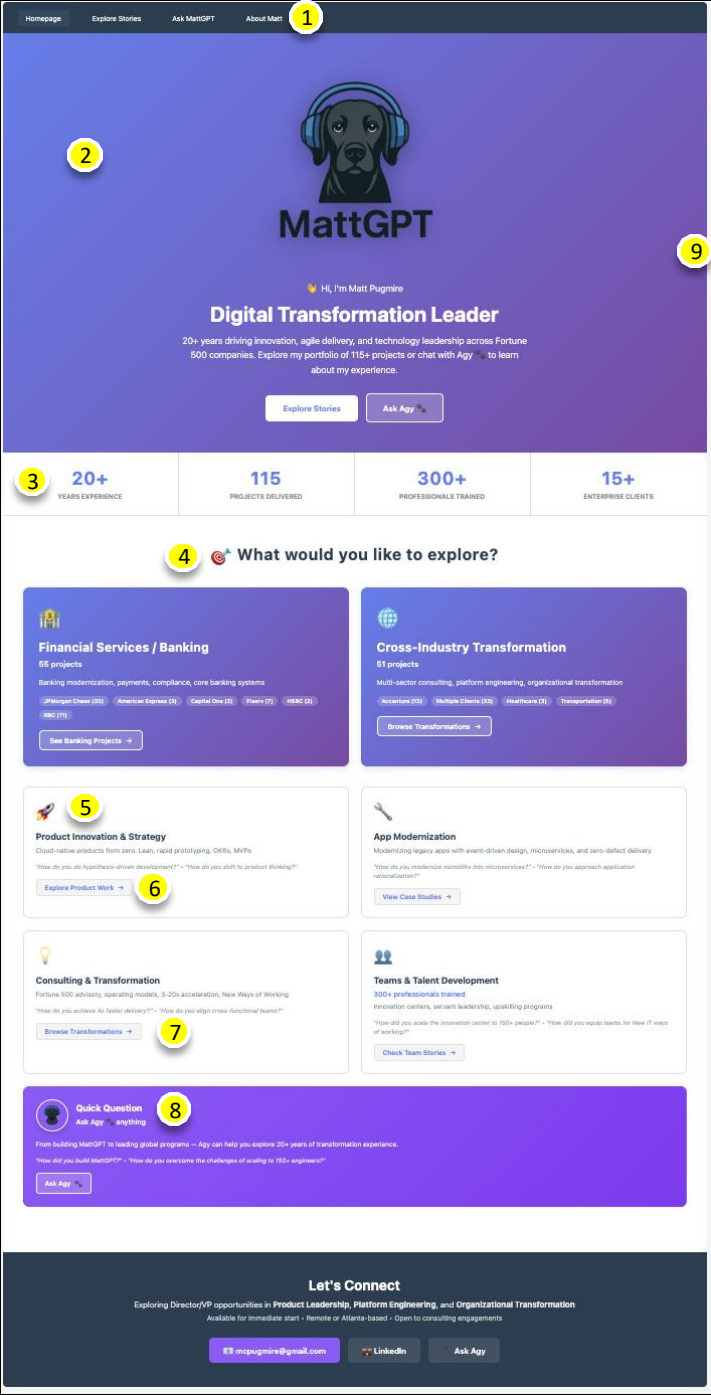
- Context-aware retrieval (top-k=30)
- Multi-mode synthesis (Narrative/Key Points/Deep Dive)
- Source attribution with confidence scoring

# Homepage: UI/UX Spec

This wireframe outlines interaction logic, content hierarchy, and visual guidelines for the homepage experience

WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	Navigation Links (Homepage, Explore Stories, etc.)	Interaction	Static top navigation; no dropdowns; entire label is clickable. Links persist on all pages.
2	Profile Headline/Copy	Content	Static introductory text. No animation or personalization. Center-aligned.
3	Stats Callouts (20+ Years Experience)	Technical/Data	Four equal-width data tiles. Each contains a number and supporting label. Non-interactive.
4	Category Icon (e.g., the gold building)	Visual/Technical	Decorative icon positioned top-left of each category card. No functional behavior.
5	Category Tags (Banking Modernization, Payments)	Interaction/Logic	Non-clickable labels used to indicate subtopics. Displayed inline below description text.
6	Primary CTA Button (View Banking Projects →)	Interaction	Primary call-to-action on each category card. Full button is clickable; right-arrow included.
7	Product Question Link ("How do you decide...")	Interaction	Text-only link beneath description. Clicking redirects to relevant case study view
8	Quick Question Text (The gray prompt text)	Interaction/Logic	Prompt text encouraging input. Paired with CTA button. No input field shown at this level.
9	Background Gradient	Visual/Technical	Static background fill for hero and footer sections. No parallax or animation.

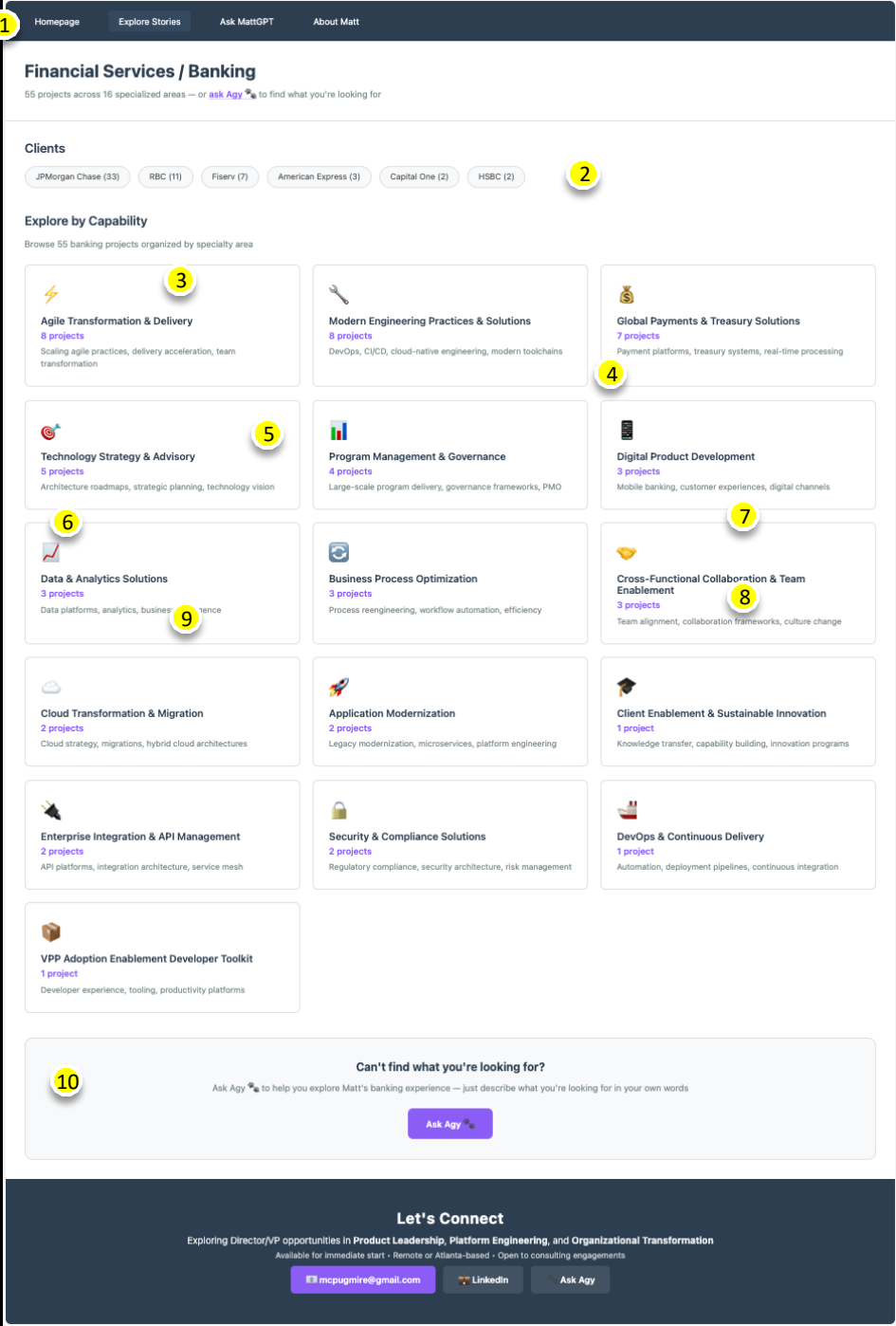
STYLE GUIDELINES	
Element Type	Style / Behavior Guidelines
Typography – Headline / Copy	Use <b>H1 / Bold / Centered</b> for main heading. Supporting subtext should be no more than 2 lines, regular weight.
Navigation Links	Font weight <b>Medium</b> , hover state should show <b>underline or color shift</b> , active tab should be visually distinguished.
Buttons / CTAs	<b>Primary buttons use gradient background + arrow icon</b> . Hover state should include <b>shadow lift</b> or subtle scale. Secondary links remain text-only.
Icons	Decorative only unless annotated otherwise. <b>Left-aligned within cards</b> , size <b>32–40px max</b> .
Cards / Sections	Maintain <b>consistent 24px internal padding, 48px spacing between sections</b> . All cards should share <b>rounded corners and shadow depth</b> .
Gradients / Backgrounds	<b>Hero and footer should reuse the same purple/blue gradient</b> — no alternate or rotated versions. Avoid harsh banding.
Spacing & Alignment	All grid items should align to a <b>12-column layout</b> or consistent center alignment. Maintain <b>equal height across paired cards</b> .



# Financial Services / Banking Landing: UI/UX Spec

This wireframe outlines interaction logic, content hierarchy, and visual guidelines for the Banking Landing experience

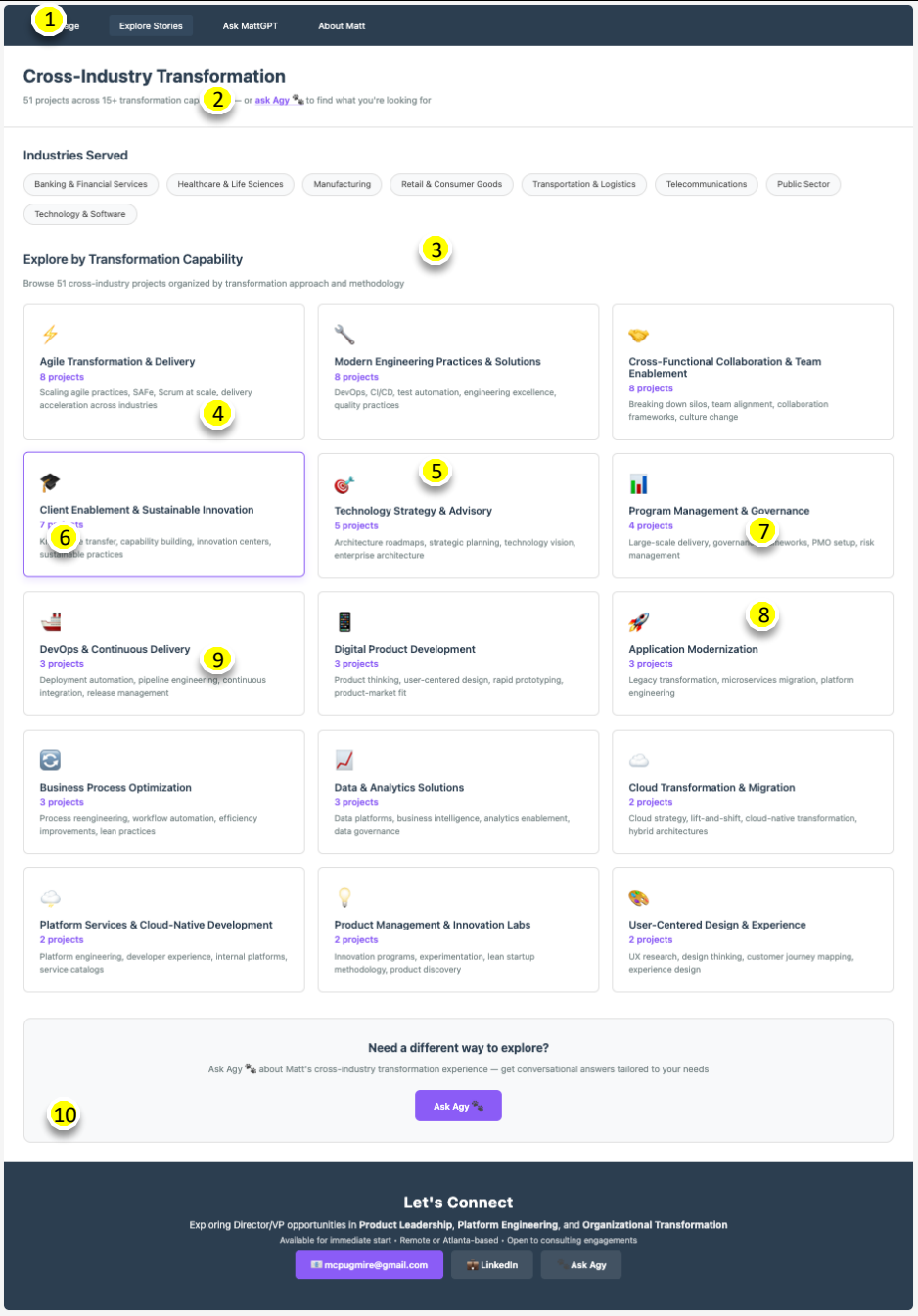
WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	Top Navigation Bar	Header	Dark navy background, horizontal layout with 4 links: Homepage, Explore Stories, Ask MattGPT, About Matt
2	Page Title	Heading (H1)	"Financial Services / Banking" - primary page identifier
3	Subtitle/Breadcrumb	Descriptive Text	"55 projects across 16 specialized areas — or ask Agy 🦾 to find what you're looking for"
4	Client Filter Row	Filter Component	Pill-style buttons showing client names with project counts in parentheses: JPMorgan Chase (33), RBC (11), Fiserv (7), American Express (3), Capital One (2), HSBC (2)
5	Section Header	Heading (H2)	"Explore by Capability" with supporting text "Browse 55 banking projects organized by specialty area"
6	Capability Cards	Card Grid	3-column responsive grid containing 13 capability category cards
7	Card Components	Composite Element	Each card includes: Icon, Title, Project count (purple text), Descriptive tags/keywords
8	Capability Categories	Content Grouping	Agile Transformation (8), Modern Engineering (8), Global Payments (7), Technology Strategy (5), Program Management (4), Digital Product (3), Data & Analytics (3), Business Process (3), Cross-Functional (3), Cloud Transformation (2), Application Modernization (2), Enterprise Integration (2), Security & Compliance (2), DevOps (1), VPP Adoption (1)
9	Search CTA Section	Call-to-Action	Centered section with text "Can't find what you're looking for?" and "Ask Agy" button
10	Footer Contact Section	Footer	"Let's Connect" heading with role description, contact methods (email, LinkedIn, Ask Apy), and availability notice



# Cross-Industry Transformation Landing: UI/UX Spec

This wireframe outlines interaction logic, content hierarchy, and visual guidelines for the homepage experience

Wireframe Annotation			
#	Element	Category	Key Details
1	Top Navigation Bar	Header	Dark navy background, horizontal layout with 4 links: Homepage, What's Matter, Our Approach, About Matt
2	Page Title	Heading (H1)	"Cross-Industry Transformation" - primary page identifier
3	Subtitle/Description	Descriptive Text	"Browse 55 (e.g.) cross-functional transformation — or ask Agy to find what you're looking for"
4	Industries Served Filter	Filter Component	Horizontal scroll/flex layout with pill-style buttons: Financial Services & Banking, Healthcare & Life Sciences, Manufacturing, Retail & Consumer Goods, Technology & SaaS, Telecommunications, Public Sector
5	Section Header	Heading (H2)	"Explore by Transformation/Capability" with supporting text "Browse 55 cross-industry transformation projects and consultancies"
6	Capability Cards	Card Grid	3-column responsive grid containing 12 transformation/capability category cards
7	Card Components	Composite Element	Each card includes: Colored icon (unique per category), Title, Project count (in purple), Descriptive tags/keywords separated by commas
8	Transformation Categories	Content Grouping	Agile Transformation (8 projects), Modern Engineering Practices (6 projects), Digital Experience/eCommerce (5 projects), Organization & Sustainable Innovation (5 projects), Technology Strategy & Advisory (4 projects), Program Management & Governance (4 projects), DevOps & Continuous Delivery (3 projects), Digital Product Development (3 projects), Product Modernization (3 projects), Workplace Practices (2 projects), Cloud Transformation & Migration (2 projects), Product Management & Innovation (2 projects), Business Process Optimization (1 project), Fintech Management & Innovation (1 project), Organizational Design & Experience (1 project)
9	Search CTA Section	Call-to-Action	Centered section with heading "Need a different way to explore?", descriptive text, and purple "Ask Agy" button with bee emoji
10	Footer Contact Section	Footer	"Let's Connect" heading with role description, three action buttons (email in purple, LinkedIn, Ask Agy), availability notice at bottom





# Explore Stories: Table View - UI/UX Spec

This layout defines the shared browsing framework used in Table, Card, and Timeline views — including filters, navigation, and view switching.

Wireframe Annotation			
#	Element	Category	Key Details
1	Top Navigation Bar	Header	Dark navy background, horizontal layout with 4 links: Homepage, Explore Stories, Ask MattGPT, About Matt
2	Page Title	Heading (H1)	"Explore Stories" - primary page identifier
3	Subtitle/Description	Descriptive Text	"Browse Matt's 1,000+ curated modern practices by industry, client, or domain — or ask Agy 🦄 to help you find what you're looking for"
4	Search Bar	Input Field	Full-width search input with placeholder "Search by title, client, or keywords"
5	Filter Row	Filter Controls	Four dropdown selectors in horizontal layout: Seniority, Timespan/Categories, Effort, Roles
6	Seniority Filter	Dropdown	Default: "All Industries" with chevron down indicator
7	Timespan/Categories Filter	Dropdown	Default: Shows selected option with chevron down indicator
8	Effort Filter	Dropdown	Default: "All Clients" with chevron down indicator
9	Roles Filter	Dropdown	Default: "All Roles" with chevron down indicator
10	Results Summary	Text Display	Shows count "Browsing 3-50 of 185 projects"
11	Sort & View Controls	Action Bar	Right-aligned controls showing "ORDER", "BY" dropdown, "Filter" button (purple), "Cards" and "Location" toggle buttons
12	Data Table	Table Component	Four-column table with headers: PROJECT TITLE, CLIENT, ROLE, DOMAIN
13	Table Rows	Data Display	10 visible project entries with varying data types (text, pills/tags, roles)
14	Project Title Column	Text Link	Blue/purple linked text, left-aligned, wraps to multiple lines if needed
15	Client Column	Tag/Pill	Blue pill-style tags with client names (e.g., "JPMorgan Chase", "Walmart Claritas", "Amazon")
17	Role Column	Text	Role descriptions (Director, Senior Manager)
18	Domain Column	Text	Domain descriptions with multiple tags/categories separated by slashes or bullets
19	Ask Agy Link	Interactive Text	Right-aligned text "Can't find what you're looking for? Ask Agy 🦄" with an arrow icon

Style Guide Lines	
Element	Style / Behavior Guidelines
Header Row / Columns	Title case. Medium weight. Clickable sort icons appear only on hover or active sorted state.
Hover State	Apply light hover tint (#f5f7fa or equivalent). Cursor switches to pointer.
Selected Row	Apply #e3f2fd background + 4px solid primary blue left border. No shadow.
Typography	Project titles medium/bold. Client / Role / Domain use muted gray.
Row Height / Density	Minimum 48px row height. Maintain 12px vertical padding.
Pagination Controls	Active page uses filled button. Hover on inactive pages adds border or underline.
Empty State	If no results, display single-row message: "No matching projects found. Adjust filters."
Scroll Behavior	Vertical scroll allowed only if exceeding viewport. No horizontal scrolling (columns must stack or wrap on mobile).

HomepageExplore StoriesAsk MattGPTAbout Matt

## Explore Stories

Browse Matt's 115+ transformation projects by industry, client, or domain — or [ask Agy 🦄](#) to help you find what you're looking for

Search by title, client, or keywords...

Can't find what you're looking for? [Ask Agy 🦄](#) →

INDUSTRY

DOMAIN CATEGORY

CLIENT

ROLE

All Industries

All Domains

All Clients

All Roles

Showing 1-10 of 115 projects

SHOW: 10

Table

Cards

Timeline

PROJECT TITLE	CLIENT	ROLE	DOMAIN
Accelerating Digital Transformation for a Global Bank	JP Morgan Chase	Director	Application Modernization
Agile Transformation & Business Agility	JP Morgan Chase	Director	Agile Transformation & Leadership Enablement
Accelerating Digital Transformation for a Global Bank	JP Morgan Chase	Director	Application Modernization
Accelerating Modernization with IBM Power Agile Sprints	Multiple Clients	Director	Application Modernization
Application Modernization and Client Transformative Experiences	Multiple Clients	Director	Process Optimization/Automation
Accelerating Product Delivery Through Lean Innovation at Capital One	Capital One	Director	Strategy-Client Partnerships
Achieving Product-Market Fit with Hypothesis Testing and Iterative Prototyping	Movant	Director	Product Management
Agile Adoption & Process Improvements Across Programs	JP Morgan Chase	Senior Manager	Agile Transformation & Leadership Enablement
API Management and Process Improvements Through Targeted Training	Multiple Clients	Director	Technology Strategy & Advisory Services
Application Infrastructure Simplification Program	HSBC	Senior Manager	Technology Strategy & Advisory Services

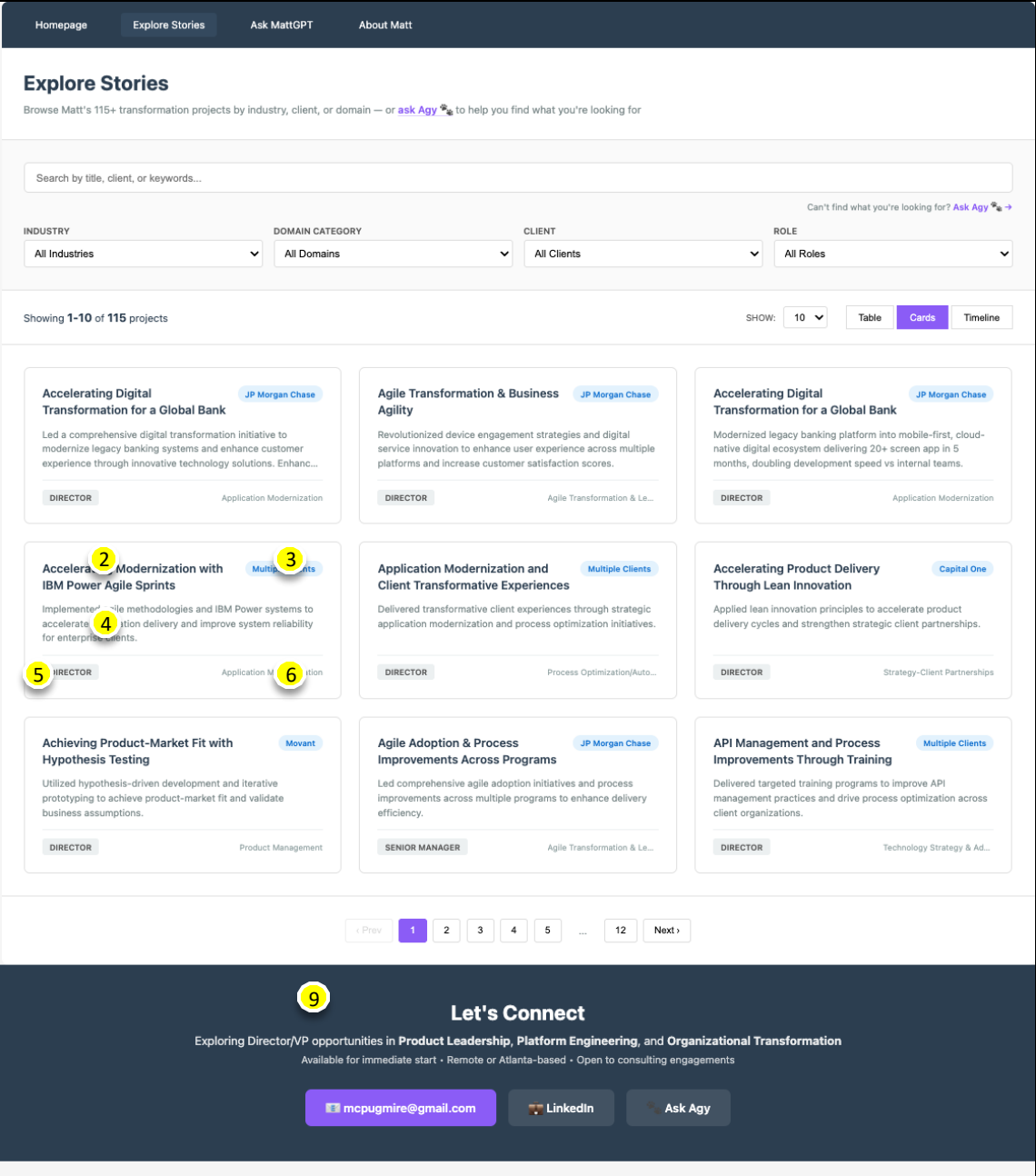


# Explore Stories: Card View - UI/UX Spec

This layout defines the shared browsing framework used in Table, Card, and Timeline views — including filters, navigation, and view switching.

Wireframe Annotation			
#	Element	Category	Key Details
1	Card Container	Layout	3-column grid on desktop → 2-col on tablet → 1-col on mobile. Equal height enforced for clean alignment.
2	Project Title	Interaction	Clickable; full card is selectable. Cursor changes to pointer.
3	Client Badge	Visual	Styled pill using same badge style as in table view. Right-aligned in header row.
4	Summary Text	Content	First 2–3 lines of STAR story Action section. Truncates with ellipsis.
5	Role Tag	Metadata	Appears as pill beside footer metadata.
6	Domain Tag	Metadata	Appears aligned opposite Role tag.
7	Hover State	Interaction	Subtle card lift + shadow. Cursor switches to pointer.
8	Card Selection	Interaction	Clicking a card loads detail pane below (same as table). If same card clicked again → collapse.
9	Row Persistence	Behavior	Selected card stays visually active even when paginating (until filtered out or view switched).

Style Guidelines	
Element Type	Style / Behavior Guidelines
Card Background	White with 1px light gray border (#e5e7eb) and 8–12px border radius.
Shadow (Hover)	Apply subtle drop shadow (0 2px 8px rgba(0,0,0,0.05)).
Active Card State	Optional: apply light blue highlight or persistent border on selected card.
Typography	Title medium/bold. Metadata/light gray for secondary details.
Spacing	24px padding inside card. 32px vertical gap between rows.
Mobile Behavior	Collapse into single-column stack. Role/Domain move below summary.



# Explore Stories: Timeline View - UI/UX Spec

This layout defines the shared browsing framework used in Table, Card, and Timeline views — including filters, navigation, and view switching.

Wireframe Annotation			
#	Element	Category	Key Details
1	Timeline Year Badges	Visual	Left-aligned yearly (or multi-year) group markers. Sticky relative to group.
2	Timeline Rail & Dots	Visual	Vertical line with circular markers aligned per project entry.
3	Timeline Row Container	Layout	Each project entry appears in card-style block aligned to timeline rail.
4	Project Title	Interaction	Clickable. Triggers detail pane selection. Cursor → pointer.
5	Client Badge	Visual	Styled pill identical to Table/Card view. Right-aligned.
6	Metadata Line	Content	Role + Domain tags shown beneath title (inline small text).
7	Hover State	Interaction	Light tint or shadow on hover. Cursor to pointer.
8	Active Selection	Interaction	Blue highlight + left border (same as Table behavior). Clicking same row collapses detail.
9	Row Persistence	Behavior	Selection persists across paging/filtering until removed from result set.
10	Detail Pane Trigger	Logic	Clicking an entry opens detail pane <b>below</b> list. Auto-scroll to detail when selected.

Style Guidelines	
Element Type	Style / Behavior Guidelines
Year Badge	Small rounded pill or label. Left-aligned. Fixed to group.
Rail & Dots	2px vertical line with 12px dots per entry.
Entry Container	White background, 1px border, 8–12px radius (same as Card style).
Hover	Apply subtle shadow or light gray background tint.
Active Selection	#e3f2fd background + 4px solid primary blue left border.
Typography	Title medium/bold. Metadata small gray type.
Spacing	24px vertical spacing between entries. 48px before new year group.
Auto-Scroll	Auto-scroll to detail on selection
Mobile Behavior	Mobile: Stack layout (dot above, metadata below)

HomepageExplore StoriesAsk MattOPTAbout Matt

Explore Stories

Browse Matt's 115+ transformation projects by timeline — or ask Agy to help you find what you're looking for

Search by title, client, or keywords...

Can't find what you're looking for? Ask Agy

INDUSTRY

All Industries

DOMAIN CATEGORY

All Domains

CLIENT

All Clients

ROLE

All Roles

Showing 1-40 of 115 projects

TableCardsTimeline

2023-2024

1

Accelerating Digital Transformation for a Global Bank

DIRECTORApplication ModernizationJP Morgan Chase

Accelerating Digital Transformation for a Global Bank

DIRECTORApplication ModernizationJP Morgan Chase

2021-2023

2

Accelerating Modernization with IBM Power Agile Sprints

DIRECTORApplication ModernizationMultiple Clients

Application Modernization and Client Transformative Experiences

DIRECTORProcess Optimization/AutomationMultiple Clients

Accelerating Product Delivery Through Lean Innovation at Capital One

DIRECTORStrategy-Client PartnershipsCapital One

2017-2021

3

Achieving Product-Market Fit with Hypothesis Testing and Iterative Prototyping

DIRECTORProduct Management5

Agile Adoption & Process Improvements Across Programs

SENIOR MANAGERAgile Transformation & LeadershipJP Morgan Chase

API Management and Process Improvements Through Targeted Training

DIRECTORTechnology Strategy & Advisory ServicesMultiple Clients6

Application Infrastructure Simplification Program

SENIOR MANAGERTechnology Strategy & Advisory ServicesHSBC7

2013-2017

8

Agile Transformation & Business Agility

DIRECTORAgile Transformation & LeadershipJP Morgan Chase

9

10

< Prev123...5Next>

Let's Connect

Exploring Director/VP opportunities in Product Leadership, Platform Engineering, and Organizational Transformation

Available for immediate start • Remote or Atlanta-based • Open to consulting engagements

mcgugmire@gmail.comLinkedInAsk Agy

# Explore Stories: Detail View - UI/UX Spec

This layout defines the shared browsing framework used in Table, Card, and Timeline views — including filters, navigation, and view switching.

WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	Header Title (Project Name)	Content	Always visible when pane is open; anchors auto-scroll target.
2	Metadata Row (Client · Role · Dates · Domain)	Metadata	Inline pills/badges; mirrors Table/Card styling.
3	Share Button	Interaction	Click → copy current story link to clipboard. Shows success toast (#4).
4	Share Toast (Confirmation)	Feedback	Bottom-center; text: “✓ Link copied to clipboard!”. Auto-dismiss 2–3s; non-blocking. Auto-dismiss 2–3s; bottom-center.
5	Export Button	Interaction	Click → open browser print dialog (window.print()). Shows info toast (#6).
6	Export Toast (Info)	Feedback	Bottom-center; text: “Print dialog opened — save as PDF.” Auto-dismiss 2–3s; non-blocking. Triggered by window.print()
7	Situation	Content	Section block with icon + title; rich text.
8	Task	Content	Same formatting as Situation.
9	Action	Content	Bulleted list supported.
10	Result	Content	May include metrics; bold key outcomes.
11	Sidebar: Technologies & Practices	Metadata	Tag pills; read-only (future: filter by tag).
12	Sidebar: Core Competencies	Metadata	Vertical list; read-only.
13	Sidebar: Key Metrics	Data	3–4 stat tiles max; consistent units.
14	Detail View Toggle	Interaction	Click row/card/timeline item to open.

STYLE GUIDELINES	
Element Type	Style / Behavior Guidelines
Pane Layout	Full-width below list; pushes pagination; sticky inner header (title + actions).
Section Blocks	White bg, 1px border #E5E7EB, 12–16px radius, 16px padding; 24px vertical gap.
Typography	Title bold; section headings medium + icon; body regular; metadata muted gray.
Buttons (Share/Export)	Right-aligned; icon + label; tooltips: <b>Share</b> : “Copy link (MVP)”, <b>Export</b> : “Open print dialog (MVP)”.
Toasts (Share/Export)	Bottom-center; 2–3s; slide-up + fade-in; non-blocking; <b>Share</b> : success/green; <b>Export</b> : neutral/blue.
Selected State (Consistency)	Same as Table/Card: row/card uses #E3F2FD bg + 4px left border #3498DB.
Auto-Scroll	On open, scroll so pane title (#1) is at top of viewport (scrollIntoView({behavior: 'smooth'})).
Responsive	On mobile, sidebar stacks <b>below</b> sections; actions remain visible in sticky header.

Accelerating Digital Transformation for a Global Bank

JP Morgan ChaseDirector2023-2025ApplicationModernization

SITUATION

JP Morgan Chase sought to modernize its legacy banking platform to appeal to a more sophisticated, digitally-savvy customer base with a mobile-first, branchless banking experience. The organization aimed to redefine its brand through an innovative digital ecosystem.

TASK

Develop a robust, responsive, multi-platform mobile application for Android and iOS, ensuring high-quality standards, scalability, effective remote collaboration, seamless client engagement, and test coverage twice as efficient as the client's existing teams.

ACTION

- Formed a cross-functional team focused on lean XP methodologies to drive rapid, iterative development
- Delivered 90%+ test coverage and achieved 100% Product Owner acceptance by implementing rigorous testing and validation processes
- Leveraged cloud-native microservices with an event-driven Kafka/MongoDB architecture to create a scalable and responsive solution
- Expanded collaboration with client teams, scaling from 4 to 11 integrated teams to support a growing development scope

RESULT

- Successfully delivered a multi-platform mobile app with **20+ screens in just 5 months**
- Doubled development speed** compared to the client's internal teams, meeting tight deadlines despite COVID-driven remote challenges
- Achieved **100% Product Owner acceptance with 90%+ test coverage**
- Strengthened client relationships by demonstrating the value of modern methodologies such as Lean Product Management, Extreme Programming (XP), and iterative delivery practices

TECHNOLOGIES & PRACTICES

Mobile DevelopmentLean XPMicroservicesEvent-DrivenKafkaMongoDBCloud-NativeAgile Delivery

CORE COMPETENCIES

Agile DeliveryLean XP PracticesMulti-Platform DevelopmentClient IntegrationCloud-Native Microservices ArchitectureCross-Functional Collaboration

KEY METRICS

5 moDELIVERED 20+ SCREENS

2xSPEED VS INTERNAL TEAMS

100%PRODUCT OWNER ACCEPTANCE

90%+TEST COVERAGE

Want to know more about this project?

Ask Agency About This

Print

Accelerating Device Engagement and Advanced Digital Service Innovation

DestinationSave as PDF

PagesAll

LayoutPortrait

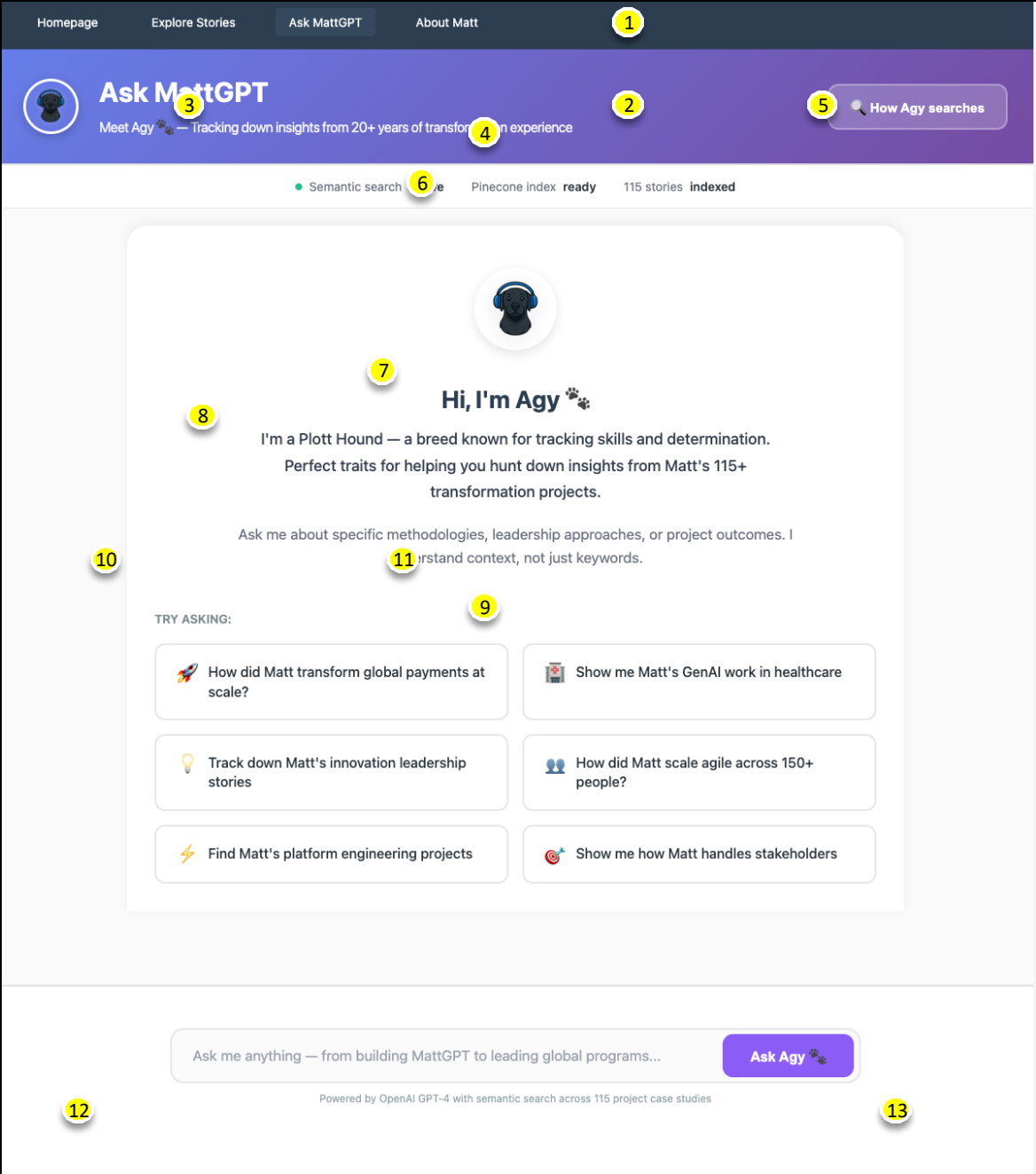
CancelPrint

# Ask MattGPT: Landing - UI/UX Spec

This layout defines the shared interaction framework used in Ask MattGPT's landing page.

WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	Top Navigation Bar	Navigation	Persistent across site. Active tab highlighted on <b>Ask MattGPT</b> .
2	Hero Band (Gradient Header)	Visual	Contains title, subtitle, and <b>How It Works</b> button (top-right). Full-width.
3	Title "Ask MattGPT"	Content	H1. Introduces feature. Left-aligned within hero.
4	Subtitle ("Your AI-powered guide...")	Content	H2/H3. Reinforces positioning. Max width ~700px.
5	"How It Works" Button	Interaction	Top-right CTA. On click → Toggles inline expanded info panel (State 2). Cursor pointer.
6	Status Strip ("Semantic search active...")	Trust Indicator	Appears directly below hero. Full-width. Muted style.
7	Intro Headline ("Ask anything.")	Content	Centered. Emoji optional above. Size ~24–28px.
8	Supporting Intro Paragraph	Content	One-sentence description of what you can ask. Max width 680px, centered.
9	Suggestion Cards (x6)	Interaction	Grid of clickable cards. Each card inserts a pre-defined prompt into input bar (does <b>not</b> auto-send).
10	Card Emoji Icon	Visual	Left of card title. Adds tone/personality.
11	Card Title	Content	Bold. Example question phrasing.
12	Input Bar (Sticky, Empty State)	Interaction	Anchored at bottom. Placeholder text. Multi-line expand on typing.
13	Send Button (Disabled)	Interaction	Gradient button. Disabled until input is non-empty.

STYLE GUIDELINES	
Element Type	Style / Behavior Guidelines
Hero Gradient	Purple → indigo horizontal or diagonal gradient. Height 80–100px.
Page Title	Font weight 700. Size 28–34px. Color white or near-white.
Subtitle	Font weight 400–500. Size 14–16px. Color #EDEEF5 (or 90% white).
"How It Works" Button	Small pill with light border or translucent fill. Hover brightens. Click toggles expanded panel.
Status Strip	Light gray (#F8F9FA / #EFF2F5). Small monospace / system font. Text muted.
Headline ("Ask anything.")	Serif or bold sans. 24–28px. Center aligned.
Intro Paragraph	Muted gray (#6B7280). Line length max ~60ch. Centered.
Card Grid	2–3 columns depending on screen width. 24px vertical spacing.
Suggestion Cards	White background, 1px border (#E5E7EB), 12px border radius. Hover = slight shadow / lift.
Card Emoji	20–24px left, aligned vertically.
Card Title	16–18px semibold. Black or dark gray.
Input Bar	Sticky bottom container with top border (#E5E7EB). Padding 12–16px.
Input Field	1px border, 10–12px radius. Placeholder muted. Expands to 6 lines max.
Send Button	Gradient (same as hero). Height 42–46px. Disabled state = 50% opacity.
Scroll Behavior	None (page height likely minimal pre-query).



# Ask MattGPT: Landing Expanded – UI/UX Spec

This layout defines the shared browsing framework used in Ask MattGPT

WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	Hero Band (Title, Subtitle, CTA)	Visual / Layout	Same as collapsed state. <b>“How It Works” button remains active/toggled.</b>
2	Status Strip (“Semantic search active...”)	Trust Indicator	Remains directly under hero. Never hidden during expansion.
3	Expanded Info Panel	Content / Behavior	Full-width block <b>inserted between status strip and suggestion cards.</b> Pushes page content downward.
4	Panel Title / Lead Line	Content	Brief description of Ask MattGPT’s purpose (“What can I ask?” / “How it works”).
5	Feature Bullet List	Content	Emoji-led statements describing capabilities or supported question types.
6	Example Prompts List	Content / Interaction	Inline or stacked text examples prefixed with “>” or 🔴. Clicking should prefill (not auto-send) input field.
7	Close (“X”) Button	Interaction	Top-right of panel. Same action as clicking <b>How It Works</b> button (toggle collapse).
8	Suggestion Cards (Below Panel)	Interaction	Same grid as collapsed state. <b>Pushed downward</b> but unchanged in behavior.
9	Sticky Input Bar (Empty or Active)	Interaction	Remains fixed at bottom. Expansion <b>does not interfere</b> with input.

STYLE GUIDE LINES	
Element Type	Style / Behavior Guidelines
Panel Container	White or ultra-light gray (#FFFFFF / #F9F9FB). Full-width within main content bounds. Padding 32–48px.
Panel Animation	Slide-down (180–220ms ease). On collapse: slide-up. <b>Auto-scroll</b> panel into full view on open.
Panel Border / Divider	Optional subtle top divider (#E5E7EB). No shadow (stays flush with page).
Panel Title	Medium-weight text (16–18px). Color #111827. Top-aligned left.
Bullet List	Emoji at start (e.g. ✅🔴💡). 12–16px gap between rows. No excessive indentation.
Example Prompts	Light-gray background or monospaced style. Clickable. Cursor pointer on hover.
Close (“X”) Button	Icon-only or text+icon. Top-right of panel. Hover darkens slightly.
Suggestion Cards Below	Same spacing as collapsed view. Maintain 24–32px gap from panel bottom.
Input Bar	No change — stays persistent at bottom. Scroll unaffected.

HomepageExplore StoriesAsk MattGPTAbout Matt

Ask MattGPT

Meet Agy — Tracking down insights from 20+ years of transformation experience

How Agy searches

1

How Agy Works

115+ Real Project Stories

Every answer is grounded in Matt's actual work across Fortune 500 companies - JPMorgan Chase, RBC, Capital One, and more.

Understands Intent, Not Just Keywords

Ask naturally - "How do you handle resistance to change?" or "Show me platform engineering work" - it understands meaning and context.

See the Evidence

Responses include links to full STAR stories with specific outcomes, metrics, and methodologies you can explore.

TRY ASKING:

How do you scale agile across large organizations?

Show me your platform engineering experience

What's your approach to stakeholder management?

Want to see the technical architecture? Check out the [About Matt](#) page for the full system design.

6

semantic search activePinecone index ready115 stories indexed

How do you handle official stakeholders in large organizations?

Great question! I've tracked down several relevant projects from Matt's work. Successful stakeholder management in large organizations comes down to three key principles: **transparent communication**, **data-driven decision making**, and **continuous alignment**.

In my role at **JPMorgan Chase**, I navigated complex stakeholder ecosystems including senior executives, product owners, compliance teams, and global delivery teams. When I faced resistance from leadership skeptical of agile methodologies, I didn't argue philosophy — I showed evidence.

I created **executive dashboards** displaying real-time velocity metrics, escaped defects, deployment frequency, and business value delivered. This transparency transformed the conversation from "should we do agile?" to "how do we scale what's working?"

Here's what worked consistently:

- Speak their language:** Translate technical delivery into business outcomes (cost savings, time-to-market, risk reduction)
- Build trust incrementally:** Start with pilot teams, demonstrate wins, then expand
- Address concerns proactively:** Don't wait for questions about compliance, security, or governance — build those conversations in from day one
- Create feedback loops:** Regular steering committee meetings with clear decision points

One specific example: during the **Global Payments Modernization** program at RBC, I established a monthly "show and tell" where engineering teams demoed working software directly to VPs. This visibility eliminated layers of translation and built confidence that progress was real, not just slides.

RELATED PROJECTS

JPMorgan Chase - Agile Transformation

RBC - Global Payments & Treasury Solutions

Cross-Functional Team Enablement

Program Management & Governance

Helpful

Copy

Share

9

Ask a follow-up question...

Ask Agy

Powered by OpenAI GPT-4 with semantic search across 115 project case studies



# Ask MattGPT: Conversation View – UI/UX Spec

This layout defines the shared browsing framework used in Ask MattGPT

WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	Hero Band (Title, Subtitle, CTA)	Visual / Layout	Stays fixed at top. "How It Works" CTA remains available and collapsible from this state.
2	Status Strip ("Semantic search active...")	Trust Indicator	Remains visible under hero. Reinforces system readiness even during chat.
3	User Message Bubble	Content / Interaction	Left-aligned bubble with avatar "U". Displays full query text. Markdown-safe.
4	AI Response Bubble	Content / Behavior	Elevated white container with avatar "AI". Renders response in paragraphs, headings, and bullet lists.
5	AI Thinking Indicator	Behavior	Temporary placeholder (e.g. "Thinking..." with animated dots) before answer appears.
6	Related Projects Tag Row	Interaction	Appears under AI response. Pill-style chips. Clicking navigates to full project detail view (Explore Stories).
7	Action Buttons (Helpful / Copy / Share)	Interaction	Inline set of tools under AI response. Helpful toggles; Copy copies full answer; Share copies permalink.
8	Chat Transcript Scroll Container	Layout / Behavior	Vertical stack of message pairs. Auto-scrolls to most recent on new message.
9	Sticky Input Bar	Interaction	Anchored to bottom. Multi-line input with placeholder. Press Enter to send (Shift+Enter = newline).
10	Send Button	Interaction	Gradient fill. Disabled until input has content. On click/Enter, appends new user bubble and triggers AI.
11	Error Toasts	Logic	Non-blocking messages (e.g. "Response copied!" / "Something went wrong — retry"). Appear above input.

STYLE GUIDELINES	
Element Type	Style / Behavior Guidelines
User Bubble	Light gray background (#F3F4F6). 12–16px padding. 16px radius. Avatar left.
AI Bubble	White background. Soft shadow (elevation +1). Border radius 16px. Max-width ~80% content width.
Avatars	Circular. 32–36px diameter. "U" for user; robot icon or "AI" for assistant.
AI Text Formatting	Supports bold, italics, bullet lists, soft dividers. No inline links unless defined.
Related Project Chips	Light background (#F1F5F9) with 1px border (#CBD5E1). Hover darkens slightly. Click = navigate away.
Action Buttons	Small icons + text. Gray default, darker on hover. "Helpful" turns green when active.
Chat Scroll	Smooth auto-scroll to bottom on new message. Scrollbar subtle or auto-hidden.
Input Field	Same styling as landing. Expands to 6 lines max. Focus ring #6366F1.
Send Button	Gradient (purple→blue). Height 42–46px. Disabled opacity ~50%.
Keyboard Shortcuts	Enter = send; Shift+Enter = newline. Escape clears focus.
Error Toasts	Bottom-center. Rounded. Light shadow. Auto-dismiss ~3s.

3

HomepageExplore StoriesAsk MattGPTAbout Matt

Ask MattGPT

Meet Agy — Tracking down insights from 20+ years of transformation experience

How Agy searches

Semantic search: activePinecone index: ready115 stories indexed

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Tracking down insights...

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RELATED PROJECTS

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RBC - Global Payments & Treasury Solutions

Cross-Functional Team Enablement

Program Management & Governance

Helpful

Copy

Share

Ask a follow-up question...

Ask Agy

Powered by OpenAI GPT-4 with semantic search across 115 project case studies

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# About Matt – Header & Footer UI/UX Spec

This layout defines the shared interaction framework used in Ask MattGPT’s landing page.

Wireframe Annotation			
#	Element	Category	Key Details
1	Top Navigation Bar	Navigation	Persistent site nav; active tab = <b>About Matt</b> . Keyboard-focusable; preserves session state.
2	Hero Gradient Band	Visual	Full-width purple → indigo gradient container for profile identity.
3	Avatar	Visual	Circular placeholder or headshot; 80–96px; left-aligned within hero.
4	Name (H1)	Content	“Matt Pugmire” primary identity; screen-reader landmark.
5	Role / Title	Content	“Digital Transformation Leader
6	Summary Paragraph	Content	2–3 concise sentences positioning outcomes and scope (Fortune 500, delivery acceleration, scale). Max width ~680px.
7	Metric Badges Row	Visual	Five compact stat tiles (Years, Projects, Trained, Clients, Acceleration). Non-interactive by default.
8	Metrics Tile (each)	Component	Icon (optional), big number, label. Consistent width; wraps responsively to 2 rows on mobile.
9	Hero Grid / Spacing	Layout	Content column aligns with page max-width; 24–32px vertical rhythm.
10	Footer Gradient Band (“Let’s Connect”)	Visual	Full-width gradient container mirroring hero; anchors page end.
11	Footer Heading	Content	“Let’s Connect” H2/H3; friendly but direct.
12	Footer Subcopy	Content	One-line openness statement to roles/opportunities. Muted tone.
13	Contact Buttons Group	Interaction	<b>Email Me, LinkedIn, GitHub</b> buttons. Open new tab (except email mail to:).
14	Button States	Behavior	Hover, focus ring, pressed; disabled not used.
15	Accessibility	Behavior	All buttons have aria-labels; gradient bands meet contrast; focus order: Nav → Hero → Metrics → Footer CTAs.
16	Responsive Behavior	Layout	On ≤768px: avatar stacks above text; metrics wrap to 2× or 1× grid; footer buttons wrap.

Style Guidelines	
Element	Style / Behavior Guidelines
Hero Gradient	Brand purple → indigo; 120–160px height desktop; 96–120px mobile. Soft vignette optional.
Avatar	80–96px circle; 2px white border; slight shadow; left margin aligns with content column.
Name (H1)	28–34px, weight 700, white/near-white (#F9FAFB).
Role / Title	14–16px, weight 500, white at 80–90% opacity.
Summary Paragraph	14–16px; white at ~85% opacity; max-width 680px; 12–16px spacing below.
Metrics Row	Container with light surface (FFFFFF) on white page or translucent card over gradient; 1px border #E5E7EB; radius 10–12px; internal padding 16–20px.
Metric Tile	Number 22–26px, weight 700; label 12–13px upper case/muted; min-width for alignment; 16–24px gap between tiles.
Page Max-Width	1100–1200px content width; 24px page padding (16px mobile).
Footer Gradient	Same palette as hero; 140–180px height; centered content; generous vertical padding (24–40px).
Footer Heading	18–22px, weight 700, white.
Footer Subcopy	13–14px, white at ~85% opacity; max-width 760px; centered.
Contact Buttons	Pill buttons; 40–44px height; white outline or subtle fill; icons optional; spacing 8–12px; external links open in new tab.
Focus/Accessibility	2px focus ring #6366F1; button hit area ≥44×44; contrast ≥4.5:1 on text over gradient.
Motion	Subtle fade/raise on button hover (120–160ms); no parallax on gradients.
Responsive	Stack hero content; metrics become 2× or single column; footer buttons wrap to 2× grid on narrow widths.

## Primary Band – Hero Header

HomepageExplore StoriesAsk MattGPTAbout Matt

4

3

Matt Pugmire

Digital Transformation Leader | Director of Technology Delivery

20+ years driving innovation, agile transformation, and application modernization across Fortune 500 companies. Proven track record of accelerating delivery 3-20x, scaling engineering teams to 150+ people, and building high-performing product organizations. Currently exploring opportunities to lead platform engineering, product innovation, and organizational transformation initiatives.

20+YEARS EXPERIENCE

115PROJECTS DELIVERED

300+PROFESSIONALS TRAINED

15+ENTERPRISE CLIENTS

3-20xDELIVERY ACCELERATION

## Secondary Band – Footer CTA

Let's Connect

Exploring Director/VP opportunities in **Product Leadership, Platform Engineering, and Organizational Transformation**

Available for immediate start • Remote or Atlanta-based • Open to consulting engagements

mcpugmire@gmail.com

LinkedIn

Ask Agy

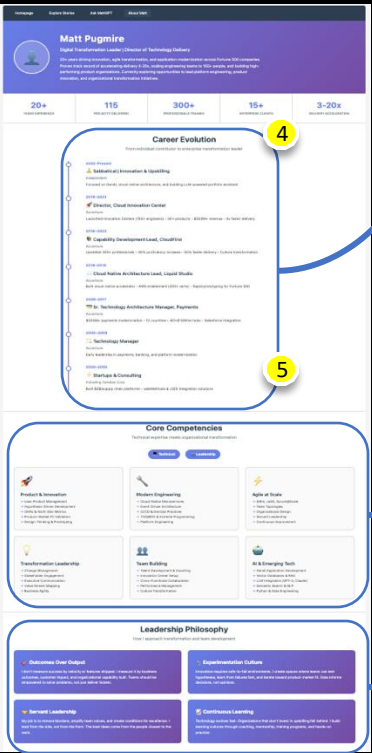
# About Matt – Career Journey UI/UX Spec

This layout defines the shared interaction framework used in Ask MattGPT’s landing page.

WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	Section Title (“Career Evolution”)	Content	Centered heading. Optional subtitle beneath in muted tone.
2	Timeline Container	Layout	Single vertical column. Left-aligned markers with right-aligned content blocks.
3	Timeline Year / Phase Marker	Visual	Rounded node or icon with year range label. Aligned to vertical line.
4	Timeline Vertical Line	Structure	Thin vertical rule connecting markers. Color subtle (#E5E7EB).
5	Timeline Entry Block	Content	Grouped title, company, description. Left margin aligned relative to marker.
6	Entry Title	Hierarchy	Bold medium-weight. Hover state optional.
7	Entry Metadata	Content	Lighter text under title. Smaller font.
8	Entry Description	Content	Short paragraph or bullet summary. Wraps under metadata.
9	Vertical Spacing Between Entries	Layout	Even 16–24px spacing between blocks. Extra spacing before major phase changes.
10	Core Competencies Section Title	Content	Second-level heading. Same style as main section title.
11	Competency Card Container	Layout	2–3 column grid of pill-style boxes.
12	Competency Icon + Title	Content	Left-aligned emoji or icon followed by bold label.
13	Competency Bullet List	Content	3–5 lines max. Compact spacing.
14	Leadership Philosophy Section Title	Content	Third-level section heading. Same hierarchy.
15	Philosophy Card Container	Layout	2x2 grid of gradient pill cards.
16	Philosophy Icon + Title	Content	Left-aligned emoji or icon. Bold lead.
17	Philosophy Description Text	Content	Short explanatory paragraph. Max 2–3 lines.

STYLE GUIDELINES	
Element	Style / Behavior Guidelines
Section Titles	Font size 20–24px. Weight 600. Centered or left-aligned with 16px bottom margin.
Subtitle Text	Muted gray (#6B7280). Smaller than title. Optional.
Timeline Markers	Circular or rounded node. Light gray fill or brand accent. 12–16px size.
Vertical Line	1px solid border. #E5E7EB or similar.
Entry Title	Font weight 600. Size 16–18px.
Entry Metadata	Font size 13–14px. Muted tone (#6B7280).
Entry Description	Regular font. Line height ~1.5.
Competency Cards	White background. 1px border (#E5E7EB). Radius 12px. Padding 16–24px. Shadow on hover optional.
Philosophy Cards	Gradient background (brand purple/blue). Text white. Radius 16px. Padding 24px.
Bullet / List Items	Tight spacing (4–6px between rows). No deep indentation.
Grid Layout	Use consistent gutters (16–24px). Responsive stacking for mobile.
Hover Effects	Optional soft shadow or border tint. Maintain accessibility contrast.

## Full “About Matt”



### Career Evolution

From individual contributor to enterprise transformation leader

**2023–Present**  
🏡 **Sabbatical | Innovation & Upskilling**  
Independent  
Focused on GenAI, cloud-native architecture, and building LLM-powered portfolio assistant

**2019–2023**  
🚀 **Director, Cloud Innovation Center**  
Accenture  
Launched Innovation Centers (150+ engineers) • 30+ products • \$300M+ revenue • 4x faster delivery

**2016–2023**  
🧩 **Capability Development Lead, CloudFirst**  
Accenture  
Upskilled 300+ professionals • 40% proficiency increase • 50% faster delivery • Culture transformation

**2018–2019**  
☁️ **Cloud Native Architecture Lead, Liquid Studio**  
Accenture  
Built cloud-native accelerator • AWS enablement (200+ certs) • Rapid prototyping for Fortune 500

**2009–2017**  
💰 **Sr. Technology Architecture Manager, Payments**  
Accenture  
\$500M+ payments modernization • 12 countries • ACH/FX/Wire hubs • Salesforce integration

**2005–2009**  
🔧 **Technology Manager**  
Accenture  
Early leadership in payments, banking, and platform modernization

**2000–2005**  
⚡ **Startups & Consulting**  
Including Cendian Corp  
Built B2B/supply chain platforms • webMethods & J2EE integration solutions

### [Primary Component – Timeline Module]

### Core Competencies

Technical expertise meets organizational transformation

**Product & Innovation**

- Lean Product Management
- HyperWeb-Driven Development
- CRMS & Supply Chain Analytics
- Product Market Fit Validation
- Design Thinking & Prototyping

**Modern Engineering**

- Cloud-Native Microservices
- Event-Driven Architecture
- CI/CD & DevOps Practices
- TDD/BDD & Extreme Programming
- Platform Engineering

**Agile at Scale**

- SAFe, LeSS, Scrum@Scale
- Team Topologies
- Organizational Design
- Servant Leadership
- Continuous Improvement

**Transformation Leadership**

- Change Management
- Stakeholder Engagement
- Executive Communication
- Value Stream Mapping
- Business Agility

**Team Building**

- Global Application Development
- Innovation Center Setup
- Cross-Functional Collaboration
- Performance Management
- Culture Transformation

**AI & Emerging Tech**

- GenAI Application Development
- Vector Databases & RAG
- LLM Integration (GPT & Claude)
- Semantic Search & NLP
- Python & Data Engineering

### [Secondary Component – Skills Grid]

### Leadership Philosophy

How I approach transformation and team development

**Outcomes Over Output**

I don't measure success by vanity metrics. I focus on business outcomes, customer impact, and organizational capability built. Teams should be empowered to solve problems, not just deliver tickets.

**Experimentation Culture**

Innovation requires failure. I create spaces where teams can test hypotheses, learn from failures fast, and iterate toward product-market fit. Data informs decisions, not opinions.

**Servant Leadership**

My job is to remove blockers, amplify team voices, and create conditions for excellence. I lead from the side, not from the front. The best ideas come from the people closest to the work.

**Continuous Learning**

Technology evolves fast. Organizations that don't invest in upskilling fall behind. I build learning cultures through coaching, mentoring, training programs, and hands-on practice.

### [Secondary Component – Values Block]



# About Matt – How I built it UI/UX Spec

This layout defines the shared interaction framework used in Ask MattGPT’s landing page.

WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	Section Title (“How I Built MattGPT”)	Content	Centered heading. Subtitle optional beneath in muted tone.
2	Problem Block Container	Layout / Visual	White card with bordered container. 24–32px padding. Rounded corners.
3	Problem Heading	Content	Bold text with icon (optional). Same hierarchy as H3.
4	Problem Description Text	Content	Short explanatory paragraph. Max width ~680px. Neutral tone.
5	Tech Stack Section Title	Content	Small label above icon list. Muted uppercase.
6	Tech Stack Icons Row	Layout	Horizontal icon grid. Equal spacing. Light border or shadow. Icons stacked over label.
7	System Architecture Section Title	Content	Centered heading above flow. Same as Problem Heading.
8	Architecture Flow Container	Layout	Horizontal sequence of nodes. 5–6 equal-width blocks. Connected via arrows or spacing.
9	Architecture Node	Content	Circular or rounded box with icon + label. Hover tint optional.
10	Code Section Title (“The Secret Sauce...”)	Content	Center-aligned label above code block. Subtle badge styling.
11	Code Block Container	Visual	Dark background. Monospace font. Rounded edges. Line wrapping off.
12	Capabilities Grid Container	Layout	2x3 or 3x2 grid of bordered content cards. Even spacing.
13	Capability Card Title	Content	Medium-weight heading. Icon optional. Left aligned.
14	Capability Bullet List	Content	Compact list format. 3–5 bullets max. Consistent spacing.
15	Vertical Spacing Between Sections	Layout	Even 32–48px spacing between modules. Extra padding after Code block.

STYLE GUIDELINES	
Element	Style / Behavior Guidelines
Section Titles	Font size 20–24px. Weight 600. Centered or left-aligned with 16px bottom margin.
Subtitle Text	Muted gray (#687280). Smaller than title. Optional.
Problem Card	White background. 1px border (#E5E7EB). Radius 12px. Padding 24–32px. Shadow on hover optional.
Icon Cards	White pill cards. 1–2px border. Icon top, label bottom. Radius 12px. Padding 12–16px.
Architecture Nodes	Rounded boxes. Light fill or border. Hover tint allowed. Font size 14–16px.
Code Block	Dark navy background (#1E1E2E). Monospace font 13–14px. Padding 24px. Rounded corners. Scrollable if overflow.
Capability Cards	White background. 1px border. Radius 12px. Padding 24px. Shadow on hover optional.
Bullet Lists	Tight spacing (4–6px between rows). No deep indentation.
Grid Layout	Use consistent gutters (16–24px). Responsive stacking for mobile.
Hover Effects	Optional soft shadow or border tint. Maintain accessibility contrast.

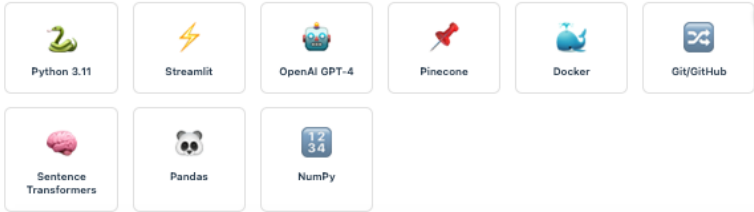
Primary Band – Problem & Tech Stack Module

## The Problem

Traditional portfolios are static PDFs that don’t scale. Recruiters and hiring managers can’t easily search 115+ projects by methodology, outcome, or domain. I wanted to create an **intelligent, conversational interface** that understands intent and surfaces relevant experience.

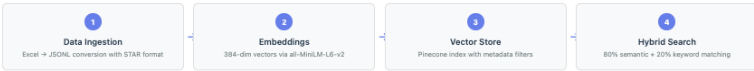
This isn’t just a **portfolio**—it’s a **functional AI application** demonstrating product thinking, modern engineering practices, and hands-on GenAI implementation.

## Tech Stack



Secondary Band – Architecture & Code Reveal Module

### System Architecture Flow



#### The Secret Sauce: Actual Python Code Powering the System

```
# Embedding Generation Pipeline
from sentence_transformers import SentenceTransformer

model = SentenceTransformer('all-MiniLM-L6-v2')
embeddings = model.encode(content_chunks, show_progress_bar=True)

# Hybrid Retrieval with Pinecone
results = index.query(
    vector=query_embedding,
    top_k=5,
    include_metadata=True,
    filters={"client": "JPMorgan Chase"} # Optional filters
)

# RAG with GPT-4
response = ChatCompletion.create(
    model="gpt-4",
    messages=[
        {"role": "system", "content": "You are MattGPT, a helpful assistant."},
        {"role": "user", "content": augmented_query}
    ]
)
```

Secondary Band – Capabilities Breakdown Grid

### Data Pipeline

- ✓ Excel master sheet with 115+ STAR stories (Situation, Task, Action, Result)
- ✓ Python script converts to JSONL format with metadata (client, role, domain, tags)
- ✓ Automated tag generation using semantic clustering and keyword extraction
- ✓ Data validation ensures consistency before ingestion

### Embeddings & Vector Search

- ✓ **Model:** all-MiniLM-L6-v2 (384 dimensions, optimized for semantic similarity)
- ✓ **Chunking Strategy:** Full STAR story per vector to preserve context
- ✓ **Metadata Filtering:** Client, role, domain, competencies, time period
- ✓ **Top-K Retrieval:** Returns 3–5 most relevant stories per query

### Hybrid Retrieval Strategy

- ✓ **80% Semantic Search:** Understands meaning, not just keywords (e.g., “resistance to change” matches “stakeholder buy-in”)
- ✓ **20% Keyword Matching:** Ensures specific terms like “Kafka” or “SAFe” are found
- ✓ **Re-ranking Algorithm:** Scores results by relevance + recency + impact
- ✓ **Fallback Logic:** If no matches above threshold, suggests similar queries

### RAG with GPT-4

- ✓ **System Prompt:** Defines MattGPT voice (trusted advisor, grounded in evidence)
- ✓ **Context Injection:** Top 3–5 retrieved stories passed to GPT-4 as context
- ✓ **Response Structure:** Direct answer → Specific example → Pattern/methodology → Invitation to go deeper
- ✓ **Source Citations:** Every response includes links to full STAR stories

### Frontend (Streamlit)

- ✓ Conversational chat interface with message history persistence
- ✓ Multi-view data exploration: Table, Cards, Timeline layouts
- ✓ Real-time semantic search with <300ms response time
- ✓ Responsive design with mobile-first approach

### Deployment & DevOps

- ✓ **Containerization:** Docker for consistent environments
- ✓ **Version Control:** Git with feature branching strategy
- ✓ **Environment Management:** .env files for API keys, secrets
- ✓ **Monitoring:** Logging for query patterns, response quality, error tracking

# About Matt – Try Agy

This layout defines the shared interaction framework used in Ask MattGPT's landing page.

WIREFRAME ANNOTATION			
#	Element	Category	Key Details
1	"Try Agy" CTA Section	Interaction	Background: linear-gradient(135deg, rgba(139, 92, 246, 0.05) 0%, rgba(165, 180, 252, 0.05) 100%). Padding: 50px 40px. Contains white card with purple left border.
2	"Try Agy" CTA Card	Visual	Max-width: 900px. Margin: 0 auto. Background: white. Border-left: 4px solid #8B5CF6. Border-radius: 12px. Padding: 40px. Box-shadow: 0 4px 12px rgba(0,0,0,0.08).
3	"Try Agy" Heading	Content	Font-size: 28px. Color: #2c3e50. Margin-bottom: 16px. Display: flex with 12px gap. Contains: "👉 See It In Action".
4	"Try Agy" Description	Content	Font-size: 16px. Color: #555. Line-height: 1.7. Margin-bottom: 20px. Includes: "Think of it as an interactive interview you can conduct on your own time."
5	"Try Agy" Example Questions List	Content	Margin-bottom: 28px. Font-size: 15px. Line-height: 1.9. Color: #555. Padding-left: 24px. Four example questions with quotes.
6	"Ask Agy About My Experience" Button	Interaction	Display: inline-flex. Align-items: center. Gap: 10px. Padding: 16px 36px. Background: #8B5CF6. Color: white. Border-radius: 10px. Font-weight: 600. Font-size: 16px. Box-shadow: 0 4px 12px rgba(139,92,246,0.3). Hover: slight scale or shadow increase.
7	"Try Agy" Footer Note	Content	Text-align: center. Margin-top: 16px. Font-size: 13px. Color: #95a5a6. Text: "Real AI assistant • 115+ projects • Instant answers • Available 24/7".

STYLE GUIDELINES	
Element	Style / Behavior Guidelines
"Try Agy" CTA Card	Left border: 4px solid #8B5CF6 (accent stripe). Background: white. Box-shadow: 0 4px 12px rgba(0,0,0,0.08). Max-width: 900px, centered.
"Try Agy" Button	Primary purple (#8B5CF6). Display: inline-flex with gap. Font-size: 16px. Padding: 16px 36px. Box-shadow: 0 4px 12px rgba(139,92,246,0.3). Hover: transform slight scale or shadow increase.

## See It In Action Module

1

2

3

4

5

6

7

👉 See It In Action

This isn't just a portfolio showcase — **Agy** 🦾 is a **working AI assistant** that can answer detailed questions about my 115+ projects, methodologies, and outcomes. Think of it as an interactive interview you can conduct on your own time.

Try asking questions like:

- "How did Matt scale engineering teams from 4 to 150+ people?"
- "What were the biggest challenges at the Accenture Innovation Center?"
- "Show me examples of agile transformation with measurable outcomes"
- "How does Matt approach product-market fit validation?"

Ask Agy About My Experience 🦾

Real AI assistant • 115+ projects • Instant answers • Available 24/7

# Business Enablement & Marketing Strategy

**THE MODAL:** The spec for the **Share/Export Modal** and its integration with the **Follow-up Intelligence Layer**.

## **Sales & Follow-up Intelligence Layer**

*Convert deep user engagement into qualified follow-up leads.*

**Gated Export:** Requires a single, voluntary email exchange to deliver a high-value asset (PDF export).

**Persona Scoring** (Log session depth/Ask MattGPT usage) to prioritize **Assessment Leads** (Hiring Managers) for personal follow-up.

**Data Enrichment** to append Company/Title to the lead record, enabling hyper-targeted communication.

# Accountability & Metrics: Q4 Business OKRs

## Building the product

**Objective 1: Establish MattGPT as the Definitive, Trustworthy Source of Verifiable Experience.**  
This Objective focuses on **Product Integrity** and **Content Governance** (Internal Metrics).

Key Result (KR)	Target	Measurement Rationale
Data Compliance	100%	100% of 115+ projects must be tagged and compliant with the mandatory STAR Method schema and Key Metrics field validation.
AI Integrity Score	<5%	<5% of Ask MattGPT query responses are flagged as low-confidence (requiring human review) or unable to provide a source reference.
Performance/Speed	>95%	>95% of user requests for the Detail View (STAR and Metrics) must load in <1 second across all major desktop browsers.

## Getting the job

**Objective 2: Convert High-Intent Engagement into Actionable Follow-up Leads.**  
This Objective focuses on **Business Enablement** and **Follow-up Intelligence** (External Metrics).

Key Result (KR)	Target	Measurement Rationale
Lead Qualification Rate	>20%	Achieve a >20% conversion rate from total unique visitors to Gated Export/Email Submit actions (The high-intent exchange).
Persona Scoring	>60%	>60% of captured leads must be scored as High-Intent (viewed 5+ detail pages or used Ask MattGPT), validating the system's effectiveness as a vetting tool.
Follow-up Response Rate	TBD (Initial Target: >30%)	Achieve an initial >30% response rate from personalized follow-up emails sent to High-Intent Leads (The ultimate measure of the product's value).

# Product Vision & Evolution Roadmap

## Strategic Roadmap Translation: Now, Next, Later

### NOW (MVP: The Verifiable Foundation)

•**Goal:** Establish data integrity, launch core filtering, and secure follow-up intelligence.

•**Source Backlog Items:**

- **Phase 1 & 2 Foundations (Completed):** Core search, echo\_star\_stories.jsonl, Streamlit frontend, and finalized story curation.
- **Phase 3 (In Progress):** Polish Streamlit UI (colors, spacing), add "**About Matt**" hero panel, and implement core filters (Role, Client, Tags, 5Ps).
- **New Intelligence:** Implement the **Gated Export/Share** and **Persona Scoring** features (from our previous discussion).

### NEXT (Phase 2: Efficiency and Search Intelligence)

•**Goal:** Enhance the quality of search results, streamline information delivery, and align content with industry standards.

•**Source Backlog Items:**

- **Phase 3 (In Progress):** Complete Public Tags Enrichment using SFIA / O\*NET / LinkedIn taxonomies.
- **Phase 4 (Next Up):** Implement **Hybrid Keyword + Semantic Search** and **Query Rewriting**.
- **Phase 4 (Next Up):** Add **Copy-to-Clipboard** and finalize **Portfolio Integration** (linking into Notion & LinkedIn).

### LATER (Phase 3: Productization and Disruption)

•**Goal:** Unlock high-value use cases through deep AI integration, matching, and platform scalability.

•**Source Backlog Items:**

- **Planned:** Implement **Job Fit & Matching** (paste JD, generate tailored response). This is the key disruptive feature.
- **Stretch Goals:** Upgrade to **LangChain/Haystack** for advanced RAG, implement the **Agent-like assistant persona**, and explore local embedding storage.
- **Stability/Governance:** Implement **Script Version Tagging** and **Backup JSONL** routines.