Matt Whetsell

Product Design Engineer

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Design engineer with 14 years of experience shipping product end-to-end across design, frontend code, and AI-native workflows. Builds 0-to-1 products in fast-moving teams, from concept through production.

SKILLS

Product Design · Frontend Development · Design Systems · AI / LLM Integration · Rapid Prototyping · Interaction Design · Motion Design · UX Strategy · Figma · Cursor · Claude Code · HTML/CSS · Video Creation · Adobe CC

EXPERIENCE

Founding Designer → Design Engineer / Big Whale Labs

Apr 2022 – Present · Remote

- Sole designer on three 0-to-1 products (Ketl, Lunchbreak, Pigeon AI), owning design end-to-end from research through shipped interfaces.
- Designed and built Ketl, a pseudonymous social platform for VCs and founders, powered by zero-knowledge identity verification.
- Shipped Lunchbreak, a SocialFi network and expert marketplace with a financialized attention layer.
- Designed Pigeon AI, a natural-language-to-code execution harness for trading workflows.
- Expanded into design engineering: built frontend features in production using React, Claude Code, and Cursor, closing the gap between design and implementation.
- Created video content and motion assets to support product launches and user acquisition.

Product Design Lead / Alto Pharmacy

Aug 2021 – Mar 2022 · Remote

- Led design for the customer support product team, shaping workflows that improved the patient support experience.
- Created vision designs for future product initiatives, aligning stakeholders around long-term direction.

Senior → Staff Product Designer / Ro

Mar 2019 – Jul 2021 · New York City

- Design lead on Conversion, Retention, and Mobile (iOS) teams, contributing to a more human experience for patients across the platform.
- Co-led a website overhaul that boosted conversion by 9%.
- Launched a patient check-in experience that increased retention by a relative 4%.
- Created the company's full icon set and contributed significant pieces to the design system.
- Facilitated weekly cross-functional brainstorms with doctors, lawyers, and product teams.
- Established and edited the Ro Design Blog; developed a collaborative design hiring practical.

Junior → Senior Product Designer / WeWork

Aug 2012 – Feb 2019 · New York City

- Early employee (7 years) contributing to hundreds of initiatives from conception to production — shipping numerous full-featured products including room booking, a social network, the WeLive app, and more across iOS, web, and Android.
- 2017 Founder's Award winner, nominated by 50+ coworkers. Founded the Pride of We ERG for LGBTQ+ employees.

SIDE PROJECTS

Shelfspace — Building a 0-to-1 reading app that helps readers find books matching their taste, not just the hype. Designing and developing end-to-end.

EDUCATION

B.S., Graphic and Communication Design — La Roche University