Matt Silverman
Product Designer

mattsilverman.xyz
silverman.me@gmail.com
(858) 735-8742

Intro

Hey, I'm Matt, a product designer from San Diego, CA. I've spent the past decade mostly designing 0-1, taking products from concept to launch across industries like crypto and sports betting. I've been lucky to work with great teams along the way. I got into design the way most people do, not through a straight line, but through a lifelong curiosity and obsession with how things are made.

Experience

MakersPlace - Senior Product Designer
Oct 2022 - Feb 2025
San Francisco, CA (Remote)

An NFT marketplace and gallery focused on fine digital art.

- Led product design for all projects at MakersPlace from strategy to launch.
- Collaborated on a daily basis with the Head of Product, Head of Design, 1 Brand Designer, 2 Product Managers, 8 Engineers, and many other teammates outside of the Tech Org to accomplish the goals on our product roadmap.
- Designed and implemented a modular design system that aligned with the brand's strategic direction, enhancing scalability and improving team efficiency, resulting in an average of 1.5 projects shipped per week by the Tech Org throughout 2023 and 2024.
- Successfully redesigned every legacy page on the platform increasing session conversion by 77%, increased Private Sales volume by 500%, and increased marketshare by 381% during 2024.
- Redesigned core pages and features such as the Product Detail Page, Exhibition Page, Profile Page, Editorial Page, Settings, Purchase Flows, Selling Flows, Minting Flows, Onboarding and Sign in Flows, Generative and Private Sales PDP's, and many more projects and feature requests.

Olympus DAO - Lead Product Designer
Jul 2021 - Oct 2022
San Francisco, CA (Remote)

A decentralized reserve currency protocol built on the Ethereum blockchain.

- Led design for Olympus Give, pioneering the first grants administration system fully enabled by Olympus DAO technology, transforming it from a charity use case to a utility use case.
- Collaborated daily with a cross-functional pod, including a Product Manager, two Backend Engineers, two Frontend Engineers, two Product Designers, the Olympus Grants Program team, and other core team members across the DAO.
- I helped mentor and lead 2 other designers working on design systems and core product design.
- Olympus OHM token holders donated more than $700k through the Olympus Give system.
- I contributed in designing core products such as Stake, Wrap, and Bond, which support Olympus DAO's innovative financial models and helped the protocol manage over $3 billion in total value locked (TVL).

Odyssey DAO - Product Designer
Aug 2021 - Dec 2022
San Francisco, CA (Remote)

Odyssey is an ELI5 Learning DAO helping to educate and onboard people into the crypto economy.

- Part of the DAO's founding team.
- I was one of 3 designers and 3 engineers who designed and built odysseydao.com - which we worked on together during nights and weekends for 3-4 months.
- We won Product Hunt's Golden Kitty Award for Best Education Product in 2021.

The Action Network - Product Designer
May 2019 - Feb 2020
San Francisco, CA

Action is a sports betting, media, and analytics platform.

- I designed sports betting experiences for The Action Network website, and Action iOS App.
- Worked as one of two Product Designers collaborating daily with a cross-functional pod that included Product Managers, Backend Engineers, and Frontend Engineers focused on delivering the Action App and website.
- I helped create a Fantasy Football pick'em game, Widgets for Sports Book partners, and designed key features for Action PRO premium subscription service, delivering advanced betting analytics and real-time insights that increased subscriber conversion.
- Contributed to the early development and design of BetSync, which later became one of The Action Network's flagship features.

Unifyed - Founding Product Designer
Feb 2015 - Mar 2016
San Diego, CA

An events & marketplace app for University campuses.

- Founding product designer for Unifyed, an app that connected students with on-campus and off-campus events and services.
- Led end-to-end product design for Unifyed, conducting extensive user interviews with students to identify needs and pain points around campus event discovery.
- Collaborated closely with founders to translate research insights into product features that addressed the information gap between campus activities and student awareness.
- Contributed to the startup's early success, which included raising ~$200k pre-seed funding, recognition at Connect Springboard Incubator (2016), a Top 100 Company at Launch Scale Conference (2016), and winning awards at San Diego Startup Week Pitch Competition (2015).

Matt Silverman Design - Independent Product Design
Sept 2011 - Present
San Diego, CA

An independent product design studio.

- As an independent product designer, I've created products and experiences for over a dozen startups.
- My design work has been instrumental in helping multiple companies successfully secure funding, contributing to over $1M raised in seed rounds or token sales.
- Projects include website and iOS app design, design systems, prototyping.
- Companies that I have worked with include Magic Instruments (YC W16), Kriya AI (BoostVC Tribe 9), SenseiHub (BoostVC Tribe 9), Boditrak Sports, Elata BioSciences, and over a dozen others.

Skills

Product Design, UX Design, UI Design, Prototyping, AI Tools, User Research, Information Architecture, Project Management, Competitor Analysis, Usability Testing, Management, Leadership, Teamwork.

Tech Stack

Figma, Paper, Cursor, Claude Code, Perplexity, Unicorn Studio

Education

I dropped out of school and am mostly self-taught. While my education experience is not conventional, I have found success following my passions, learning from online resources, attending design events, having mentors in the industry, and surrounding myself with talented designers. I've applied my learnings through direct working experiences in various freelance, contract, or in-house opportunities. I continue to learn and grow in the areas of design, HCI, and computer science.