Matt Silverman

Product Designer from San Diego, CA.

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ABOUT

I'm an experienced Product Designer from San Diego who simplifies complex problems through software design. With a systems-thinking approach, I create solutions that address user needs while advancing strategic objectives for the overall business. My experience spans multiple 0-1 startups, most recently as Senior Product Designer at MakersPlace where I built comprehensive experiences for digital art creators and collectors in the Web3 space, directly contributing to improved engagement and revenue growth.

EXPERIENCE

Senior Product Designer, MakersPlace   Oct 2022 - Jan 2025
San Francisco, CA (Remote)
NFT marketplace 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.

Lead Product Designer, Olympus DAO   Jul 2021 - Sept 2022
United States (Remote)
Decentralized reserve currency protocol

- 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 my working pod, which consisted of a Product Manager, Backend Engineer, 2 Front End Engineers, and 3 designers, as well as the Olympus Grants Program team and other members of the core team
- I helped mentor and lead 2 other designers on the Give project to design systems for disbursing funds to projects advancing in the Olympus Ecosystem.
- Olympus OHM token holders donated more than $700k through the Olympus Give system.
- Helped design interfaces for the Stake, Wrap, Bond products, supporting Olympus DAO's innovative financial model, helping the protocol manage $3B in TVL.

Founding Product Designer, Odyssey DAO   Aug 2021 - Dec 2021
United States (Remote)
ELI5 Learning DAO helping onboard people to crypto

- Part of the DAO's founding team.
- I was one of 3 designers and 2 engineers who built odysseydao.com - which we built on nights and weekends for a few months.
- We won Product Hunt's Golden Kitty Award for Best Education Product in 2021.

Product Designer, The Action Network   May 2019 - Feb 2020
San Francisco, CA
Sports betting, media, and analytics platform

- I designed sports betting experiences for The Action Network website, and Action iOS App.
- 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

Founding Product Designer, Unifyed   Feb 2015 - Feb 2016
San Diego, CA
Events & Marketplace App for Universities

- 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.
- Redesigned the MVP for version 2.0, creating intuitive interfaces that improved how students discovered and engaged with on-campus and off-campus events.
- 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 $150k pre-seed, recognition at Connect Springboard Incubator (2016), Top 100 Company at Launch Scale Conference (2016), and winning awards at San Diego Startup Week Pitch Competition (2015).

Product Designer, Matt Silverman Design   Sept 2011 - Present
San Diego, CA (Remote)
Independent Product Design Studio

- As an independant 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, Index Coop, Elata BioSciences, and several others.

User Research Temp, Qualcomm Inc. (Qualcomm Retail Solutions)   Jun 2010 - Aug 2010
San Diego, CA
Mobile Gift Card & Loyalty Platform

- Conducted comprehensive user research for SWAGG, a pioneering mobile application that digitized gift cards and loyalty programs before the mainstream adoption of mobile payments.
- Contributed to the user experience design of a mobile wallet solution that allowed consumers to store multiple loyalty cards, purchase digital gift cards, and make touchless payments via barcode scanning—a precursor to modern mobile payment systems.
- Performed in-store testing with retailers including American Eagle Outfitters, KOHL's, and Gap to observe real-world interactions between users, the SWAGG platform, and merchant point-of-sale systems.
- Interviewed users and gained qualitative insights on pain points and expectations to inform product development decisions.
- Gathered critical user insights through surveys and observational research that informed the app's development ahead of its holiday 2010 launch.

SKILLS

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

TOOLS

Figma, v0, Claude, Cursor, Principle, Protopie, Rive

EDUCATION

I dropped out of school and am mostly self-taught. While my education experience is not conventional, I have found success learning from online resources, attending design events, having mentors from the industry, and 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.