

Matt Poppelaars



Product Designer with 7+ years of experience driving user-centered design solutions in the AI/ML and Fintech space and working with multidisciplinary and cross-product teams to deliver beautiful data-driven user experiences.

Experience

Microsoft AI & Research | UX Designer 2

Oct 2019 - Apr 2023 | Redmond, WA

Helped drive technological innovation in AI/ML through UX design. Collaborated with leading data scientists and engineers to create new user experiences for cutting-edge technology. Led design on high-impact features, including Identified Entities, Data Import Flow, and Platform Insights. Spearheaded efforts to improve model transparency, understanding, and trust through design. Ran a platform audit and several ideation workshops with key stakeholders to influence the product strategy and roadmap objectives.

PitchBook Data | UX Designer

Aug 2016 - Oct 2019 | Seattle, WA

Contributed to the evolution of the PitchBook platform, where I conceptualized and developed wireframes, mockups, and prototypes. Led several design features to increase platform usage and created a personalized content pipeline for our product. Built new features and worked to improve existing products by identifying users' needs through research and usability testing.

Citizen, Inc. | UX Design Intern

Sep 2015 - Jan 2016 | Portland, OR

Worked with current employees to produce detailed high-fidelity deliverables, including storyboards, personas, user journey maps, mockups, and prototypes for clients on a mobile platform. I designed alongside the in-house development team to create solutions using resources efficiently.

Education

University of Oregon | Bachelor of Fine Arts in Product Design

Sep 2011 - Jun 2016 | Eugene, OR

Developed numerous projects across various mediums. Collaborated and led projects with local design companies, firms, and startups during the program.

iMentorship Program | Mentor

February 2019 - June 2019 | Seattle, WA

Mentored a senior at the University of Washington Human Centered Design & Engineering program. Provided project feedback and gave career advice.

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Tools

Figma

Sketch

Principle

Adobe CC

Skills

Design Presentation

Design Systems

Design Workshops

Experience Map

Ideation

Information Architecture

Product Management

Product Strategy

Prototyping

Sketching

Usability Testing

User Research

Visual Design

Wireframing

Hobbies

Backpacking

Charcoal Portraits

Cooking

Skateboarding

Snowboarding