



# Matt Szaszko

Product Designer

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## Inframent Co-founder and CTO

September 2022 - November 2023

As co-founder of Inframent, a software solution for infrastructure construction companies to document and report their work with ease, I was responsible for all aspects of Product development. **Talking to customers, understanding their problems**, turning them into quick and dirty **prototypes** for validation, MVP solutions and **iterate based on feedback**. Based on **user research** I created designs using **Figma** and managed the project in **Jira** following an agile methodology. I led a development team of engineers to realize the vision of the company. I was also involved in fundraising.

## Zivver Senior Product Manager

May 2021 - April 2022

At Zivver, I played a key role in shaping the all-in-one secure and compliant communication platform catering to various verticals, such as law, government, healthcare, and financial services. **Leading a cross-functional team**, I took charge of enhancing the web and mobile app experience for Zivver users, a crucial responsibility given the product's extensive reach with over 1 million users per month. My focus extended to the end-user experience, particularly those receiving secure messages, making it the most **user-facing** aspect of the product. Additionally, I took on the responsibility of the Admin persona, often the buyer of Zivver's enterprise solution. Highlights of my contributions include **conducting 12 interviews with Admin persona** users, **leading an accessibility workshop with Koninklijke Visio** (a member of the Accessibility Guild), spearheading the **redesign of the most critical user flow with over 1 million monthly active users**, and actively participating in the **User Personas** creation process. My skill set encompasses coaching, accessibility testing, UX research, and product management.

## Cloud Academy Senior Product Manager

October 2020 - March 2021

I took charge of bringing to life the collaborative vision between Cloud Academy and QA Ltd, materializing the Blended Learning product track. This innovative approach seamlessly merges self-paced online learning with scheduled, live-streamed sessions, offering a comprehensive and effective learning experience tailored for individuals and companies alike. My responsibilities encompassed collaborating with Designers to **create a Design System**, advocating for the **integration of UX research methods** into the Product Development Process, and successfully **recruiting a Senior Product Designer** to enhance the team.

## WeTravel Product Manager

September 2019 - September 2020

I took on a multifaceted role at WeTravel, where, as the sole Product Manager I not only managed 16 developers but also **personally conducted all User Research, UX Design, and Prototyping activities** for our booking management SaaS software and payment network catering to the multi-day group travel industry. As part of steering the company toward its vision, I oversaw the release of essential features and improvements, such as the impactful WeTravel Card, resulting in \$90k deposited to cards instead of withdrawn, and a core rework of the transaction reporting system.

During the challenging times of the COVID-19 pandemic, I spearheaded the delivery of emergency features that significantly mitigated financial risks and operational costs. This included introducing held funds, mitigating a \$5.7m chargeback risk, implementing the top-up account feature that saved \$1.5m in chargeback risk and substantial customer service costs, and automating chargeback-related emails, resulting in \$5k in customer service cost savings to date. Additionally, I orchestrated the integration of a third-party Stripe account to manage risk while maintaining the ability to sell.

In a strategic move, I **transitioned our distributed team of 16 developers, organized into three scrum teams, to iterative, agile software development**. This transformation led to a remarkable 90% predictability in hitting sprint goals, a fivefold increase in the number of releases, and the introduction of crucial processes, including 1:1 meetings and the scrum framework.

## Super Izzy AI Product Designer

May 2018 - September 2019

I served as the **Product Designer** for Super Izzy, an innovative startup in the Female Health Tech space. Super Izzy, an endearing bird, provides sexual health advice to girls through Facebook Messenger. In this role, **I took the lead in architecture discussions**, strategizing the cross-platform extension of the machine learning model to tap into the voice assistant market. Utilizing Visio, I developed models to enhance the user experience. Additionally, I played a pivotal role in **crafting marketing and investor materials**, contributing to the startup's visibility and growth. I also shared my insights and experiences through a couple of blog posts, providing a deeper dive into the project. Notable achievements with Super Izzy include reaching 1.5k Monthly Active Users and achieving a remarkable 90% opt-in rate following a GDPR-compliant redesign.

## Ex Machina Product Manager

June 2018 - August 2019

At Ex Machina, I led the management of PlayTrivia, an interactive video platform **designed for both mobile and web interfaces**, featuring extensive interactions and ultra-low latency video capabilities on a large scale. To achieve a highly customizable enterprise-grade B2B2C solution, we utilized a combination of a web app and connected hybrid mobile apps.

In this role, I fostered close collaboration with Product Designers, spearheaded **User Journey mapping activities**, and **introduced Zeplin to enhance the Design to Development handover process**. My commitment to professional development was evident through formal training in and facilitation of multiple **Design Sprints**.

## Bicycle AI Product Manager

January 2017 - May 2018

I served as the Product Manager and **Designer for Mob Show, an Android native mobile application** that seamlessly combines ultra-low latency live video and large-scale interactivity. Under my guidance, Mob Show achieved impressive metrics, boasting over 500k installs, a daily average user (DAU) count of 100k, and a notable 20% week-on-week organic growth. The application also reached a peak concurrency of 46k users and garnered a stellar 4.68 Play Store rating. I spearheaded all aspects of Research, UX, and UI Design for both the mobile application and its accompanying video production.

Before transitioning to Mob Show, I led the Product, **Research, and Design efforts for a conversational machine learning solution**. This innovative project, which we presented at **Y Combinator**, achieved an impressive 65% useful response rate. My diverse skill set encompasses Product Design, User Interface Design, Mobile Interaction Design, User Experience Design, and Product Management, all contributing to the success and growth of the projects I've been involved in.

## Nestlé Product Manager

June 2014 - January 2016

I attended Nestlé's Leadership development program while managing a mature coffee product. I switched internally to become the PM of various consumer-facing digital initiatives, coordinating with internal and external stakeholders to execute various waterfall projects with third-party suppliers. I was also in charge of process modeling for the digital asset management of the Nestlé brand.

## Education

BSC Psychology, University of Abertay Dundee, 2010 - 2023