Matthew Bollen

PRINCIPAL PRODUCT DESIGNER

Seattle, WA | matthewbollen@hotmail.com
matthewbollen.com | linkedin.com/in/matthew-bollen

Principal Product Designer working across consumer growth, personalized discovery, complex operational tools, and generative AI products. Connect product strategy with interaction design, reusable content patterns, prototyping, and implementation review. Experience spans Hearst, Jasper, and Leafly.

EXPERIENCE

Hearst

Principal Product Designer | December 2023 - Present

- Led offer-page and gifting design. The resulting white-label offer template scaled to more than 20 brands, with components enabling the subscriptions team to manage brand content.
- Designed the For You personalized feed experience for Esquire and Good Housekeeping, connecting quick discovery with full editorial reading; used Userlytics findings to iterate follow controls.
- Designed and prototyped GO, an internal growth-configuration tool, with clear Live/Working Ruleset states, guided AI rule authoring, and human review before publication.
- Authored Jira tickets for Hearst's internal Autopilot and reviewed design fidelity. Autopilot advances implementation through Cursor and creates GitHub pull requests, commits, and pushes.
- Developed onboarding and future account-profile designs that connect membership benefits, content engagement, preferences, and upgrade opportunities.

Jasper

Principal Product Designer | April 2023 - August 2023

- Led a two-month initiative to simplify a generative AI product suite, consolidating fragmented creation workflows and informing roadmaps across multiple teams.
- Combined product analysis, paying-customer interviews, and prototype testing; collaborated with AI engineers, data scientists, platform operations, customer success, and product leaders.
- Presented the direction at a company-wide All Hands and secured alignment for a product pivot. The work contributed to a unified creation tool and retirement of standalone features.

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EXPERIENCE CONTINUED

Leafly

Principal Product Designer | April 2020 - April 2023
Marketplace Design Lead | February 2018 - April 2020

- Led design across consumer and business experiences as Leafly evolved from a content and advertising platform into a three-sided marketplace, including dispensary profiles, menus, and deals.
- Conducted field research through a year-long IDEO partnership and helped establish product-design processes and weekly team ceremonies.
- Co-inventor, U.S. Patent 11,687,994 B2 (2023), covering product selection and chemical data visualization.

Alaska Airlines

Senior Product Designer, Contract | June 2017 - February 2018

- Led product design for customer acquisition and retention within the Alaska loyalty program, including the loyalty signup experience.

CDK Global

Senior UX/UI Designer, Core UI Team | December 2013 - June 2017

- Led UX design for an automotive website platform and its content-management experience: information architecture, navigation, task flows, content configuration, and theming.
- Conducted usability testing and reviewed product builds, using prototypes and specifications to guide implementation.

EARLIER EXPERIENCE

Amazon | Senior UX and Visual Designer, Contract | 2013
Amazon Services navigation, experimentation, and reusable design patterns.

Bodypoint | UX and Visual Designer | 2011 - 2013
Ecommerce UX, information architecture, and visual design.

Earlier work in independent web and visual design, business ownership, and interior architecture.

EDUCATION

Colorado State University | B.S., Interior Design

School of Visual Concepts | Continuing education in UX, HTML/CSS, whiteboarding, and designing with data