

Matthew Voshell

linkedin.com/in/matthewvoshell | matthewvoshell.com | mvoshell@gmail.com | (347) 654-4878

Product designer and founder who designs, prototypes, and ships native apps. 10+ years leading design from zero to one across finance, healthcare, real estate, and sports.

TOOLS

Figma - Claude Code - SwiftUI - Supabase - FigJam - NotebookLM - Prototyping in Code

SKILLS

Agile - Kanban - Scrum - Lean UX - Design Thinking - User Story Mapping - Information Architecture - Ethnography - Rapid Prototyping - Visual Design - Interaction Design - Accessibility - Usability Testing - UX Writing

WORK EXPERIENCE

Chief Design Officer & Co-Founder / Matchrox / Sep 2025 - Present

Matching hybrid athletes with doubles partners based on pace, station strengths, and race goals.

- Led design and build of a native iOS app (SwiftUI, Swift 6), now in TestFlight beta, covering matchmaking, invitations, messaging, and race-week planning.
- Designed partner discovery and partnership flows around the signals athletes weigh: run pace, station strengths, proximity, and ticket status. Pairs move from invitation to shared station splits, change tracking, and a race-week checklist.
- Partnered with engineering on a Supabase backend (Postgres with row-level security, 40+ Edge Functions) for push notifications, venue weather, race ingestion, and video moderation.
- Built safety into the product with 18+ verification, photo and video screening, and reporting. Established a semantic token system and ran recurring accessibility and copy audits.

Product Designer, Design Systems [Contract] / Disney / Aug 2024 - Aug 2025

Scaled Disney experiences' design systems with intuitive, accessible, and scalable components to elevate user experiences across web, mobile, and emerging platforms.

- Collaborated with multidisciplinary teams to solve complex design challenges and deliver cohesive experiences.
- Championed best practices in accessibility, usability, and scalability across web, mobile, and emerging platforms.
- Drove continuous innovation within the design system, keeping Disney at the forefront of design trends.

Founder & Chief Design Officer / Relentless Persistence Inc. / Mar 2018 - Dec 2023

Launched SprintZero, a SaaS web application harnessing generative AI to enhance the speed, efficiency, and cost-effectiveness of agile product teams.

- Led a cross-functional product team and leveraged the ANT Design system to craft a seamless user experience within Figma.

- Defined and implemented product vision and strategy, ensuring alignment with market trends and business objectives.
- Conducted user testing sessions with scrum masters, product managers, and product designers to gather feedback and iterate.
- Managed recruitment and collaborated asynchronously with React developers and Google Cloud engineers globally.

Senior Product Designer [Freelance] / Paradowski Creative / Oct 2022 - Mar 2023

Redesigned the electronic nutrition care process terminology (eNCPT) platform for registered dietitian nutritionists.

- Interviewed registered dietitians from hospital systems, private practice, and government to understand how they record and look up terms.
- Reorganized the information architecture around the four Nutrition Care Process steps and added search that filters by step.
- Established interaction patterns with the Primer design system, working closely with engineers, developers, and data scientists.

Product Design Lead / Ernst & Young / Apr 2018 - Jan 2021

Formulated and executed product design strategy for EY's financial services global portfolio, including transformation work with global financial institutions.

- Led a team of 12+ product designers, user researchers, front-end developers, and content strategists.
- Facilitated stakeholder workshops to establish a cohesive product design strategy.
- Conducted ethnographic user interviews, developed user story maps, and built rapid prototypes in Figma to help win client opportunities.
- Led the migration of 1,500 designers from Sketch to Figma.

Lead UX Designer / Detectica / Jan 2016 - Jan 2017

After a \$2 billion fine due to insufficient forex trader monitoring, led the design of a machine learning compliance SaaS platform for a major financial institution while also fostering an agile design culture.

- Used user interviews and Google's Material Design system to build a product experience that met regulatory standards.
- The application is live across 82 countries, serving users across 42 languages, providing vital protection to the financial institution against multi-billion dollar fines.

EDUCATION

Certified Scrum Master (CSM) Scrum Alliance, 2019

Graduate Certificate in User Experience Design, University of California - San Diego, 2015

Bachelor of Science in Applied Information Technology, George Mason University, 2012