

Matt Shipman

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Product design executive with 20+ years of experience leading UX, product design, and front-end development across e-commerce, mobile, enterprise, and automotive platforms. Skilled at scaling design systems, mentoring teams, and delivering accessible, customer-centered digital experiences that balance creativity with business goals.

Skills.

UX Strategy
Product Design Leadership
Design Systems
Accessibility & Inclusive Design
Cross-Functional Collaboration
AI & Personalization
Customer Experience
SEO
UX Research
A/B Testing
Agile
Design Operations
Figma
Adobe Creative Suite
HTML/CSS

Education.

**Art Center College
of Design**
Interface Design

CSU Fullerton
BFA, Graphic Design -
Cum Laude

Awards.

Vans Sole Award -
Leadership

VF Pinnacle Award

Experience.

Saatchi & Saatchi (Toyota) / Director of Product Design
September 2023 - Present

- Lead digital product design for Toyota's web, mobile, and dealer platforms serving millions of users annually.
- Evolved Toyota's design system improving consistency and accessibility compliance while reducing design-to-dev handoff time by 25%.
- Introduced AI-driven personalization features that increased engagement with vehicle discovery tools by double digits.
- Partnered with engineering, product, and research to streamline workflows, improving release velocity and reducing delivery bottlenecks.
- Mentor designers and ACD's, elevating quality standards and enabling greater team ownership

Vans / Creative Director, UX, Product, and Digital Experience
February 2016 - August 2023

- Built a 22 person team across UX, visual design, and front-end development to deliver Vans' global e-commerce, app, and campaign experiences.
- Launched Vans Customs, a WebGL 3D experience, enabling millions of customers to design personalized products and driving one of Vans' most successful commerce platforms.
- Designed and implemented a global design system adopted in 40+ markets, improving speed of delivery by 30% and ensuring brand consistency at scale.
- Partnered with engineering and strategy to optimize navigation and checkout, achieving double-digit improvements in conversion and retention.
- Owned the digital production budget and managed relationships with external agencies to support global initiatives.

Vans / Sr. Digital Design Manager
April 2010 - February 2016

- Oversaw UX for digital marketing initiatives, landing pages, and special content experiences including seasonal campaigns.
- Led taxonomy and navigation improvements to support content scalability and user discoverability.

Vans / Digital Design Manager

April 2005 - April 2010

- Led UI and design execution for e-commerce site enhancements, including homepage, PDP, and checkout flow optimization.

Vans / Digital Designer & Developer

February 2002 - April 2005

- Designed and developed Vans.com and VansWarpedTour.com.

Hobbs Herder Advertising / Graphic Designer

December 1999 - February 2002

- Designed logos, brochures, and visual identity packages for clients.