

# Matt Shipman

mattshipman.com  
matt@mattshipman.com  
714.458.6341

Product design leader operating at the intersection of brand, product, and platform, with 20+ years of experience building and scaling global digital ecosystems. Proven track record of connecting storytelling, systems, and user experience to drive engagement, conversion, and business impact. Experienced in leading cross-functional teams, establishing design systems, and shaping high-quality consumer experiences at scale.

## Skills.

Brand & Product Leadership  
Platform & Systems Leadership  
Enterprise Design Strategy  
Digital Ecosystem Architecture  
Organizational Design & Scaling  
UX Vision & Roadmap  
Design Systems Governance  
Cross-Functional Leadership  
Omni-Channel Commerce  
Experimentation & Optimization  
AI Workflow Acceleration  
Usability & Accessibility  
Agile  
Figma  
Adobe Creative Suite

## 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 product design and UX across Toyota's digital ecosystem, connecting brand, product, and platform experiences across high-traffic consumer platforms.

- Lead product design and UX across Toyota.com and related digital products, improving consistency, usability, and experience quality at scale
- Scaled enterprise design system adoption, improving cross-team consistency and reducing design-to-development cycle time by 20%
- Partner with product, engineering, and marketing leadership to align experience strategy and deliver cohesive, high-impact user journeys
- Drive experimentation through A/B testing and analytics, improving engagement, conversion, and key business KPIs
- Introduced AI-assisted prototyping workflows, accelerating iteration speed and improving cross-functional collaboration
- Built and led a multidisciplinary design team, establishing clear ownership, processes, and decision-making frameworks

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

Led global digital experience strategy across e-commerce, mobile apps, and immersive platforms, overseeing UX, visual design, and front-end engineering during a period of rapid digital growth and transformation.

- Built and led Vans' global digital and commerce design organization, shaping the intersection of brand storytelling, commerce, and product experience
- Owned omni-channel commerce experience strategy, leading platform redesigns that increased engagement and conversion
- Architected scalable product customization systems, including the industry's first WebGL 3D shoe customizer, driving double-digit growth
- Led the launch of Vans World on Roblox, reaching 120M+ users and expanding the brand into new digital environments
- Established experimentation frameworks and performance analytics, embedding A/B testing into product and experience development

**Vans / Sr. Digital Design Manager**

April 2010 - February 2016

- Led design for core consumer ecommerce experiences including homepage, product flows, and account features
- Collaborated with Product and Analytics teams to validate decisions through research and performance data
- Helped standardize UX design practices that improved consistency, quality, and execution across teams

**Vans / Digital Design Manager**

April 2005 - April 2010

- Led UI and design execution for ecommerce site enhancements, including homepage, PDP, and checkout optimization
- Partnered with cross-functional teams to improve conversion and usability

**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.