Matt Shipman

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Product design executive with 20+ years leading global digital ecosystems at the intersection of brand, product, and platform. Proven track record building and scaling high-performing design organizations, establishing enterprise design systems, and aligning cross-functional leadership to deliver measurable business impact across consumer platforms. Experienced operating at executive altitude, shaping strategy, governance models, and operating frameworks that enable teams to ship high-quality work at scale.

Skills.

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 strategy across Toyota's digital ecosystem. Own enterprise-level experience standards, cross-functional alignment, and design system governance supporting high-traffic consumer experiences.

• Defined and operationalized cross-functional UX strategy across product, engineering, and marketing leadership, aligning roadmaps and elevating experience coherence across digital touchpoints.

• Led enterprise design system governance, improving cross-pod adoption and reducing design-to-development cycle time by 20%.

• Introduced AI-assisted prototyping workflows, accelerating experimentation, cross-functional design collaboration, and reduced dev hand-off time.

• Built and developed a multidisciplinary design team, clarifying ownership, decision-making frameworks, and operating cadence to improve delivery velocity and strategic alignment.

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

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

• Established and scaled a 22-person global digital design organization, defining team structure, career frameworks, and cross-functional operating models across product, marketing, and engineering.

• Owned omni-channel commerce experience strategy, leading end-to-end platform redesigns that delivered increased engagement and conversion.

• Architected scalable product customization systems, including the industry's first WebGL 3D shoe customizer, increasing conversion and engagement by double-digits

• Conceived and led Vans World on Roblox, reaching 120M+ users and pioneering a new model on the platform blending play, community, and commerce at platform scale.

• Institutionalized experimentation frameworks and performance analytics, embedding A/B testing and data-informed iteration into digital roadmaps.

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.