

Matt Shipman

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Skills.

Product Design Leadership
DTC & eCommerce Strategy
Creative Direction
Membership & Loyalty Experiences
Design Systems & Governance
AI-Powered Personalization
Experimentation & A/B Testing
Data-Informed Design
Figma Systems & Prototyping
Cross-Functional Influence
Global Team Leadership
Responsive & Web Technologies
UX Vision & Strategy
Usability & Accessibility
Omni-Channel Commerce
Organizational Design
Executive Storytelling
Agile Methodologies

Education.

**Art Center College
of Design**
Interface Design

CSU Fullerton
BFA, Graphic Design -
Cum Laude

Awards.

Vans Sole Award -
Leadership
VF Pinnacle Award

Product design leader with 20+ years building global, revenue-driving commerce, brand, and platform experiences. I own end-to-end digital experiences across web and mobile, scale multi-disciplinary design teams and the systems behind them, and hold a high bar for craft while setting strategy at the executive level. Proven track record across DTC and B2B commerce, membership and loyalty, personalization, and AI-powered experiences at international scale. Equally comfortable defining long-term vision and staying close to the craft.

Experience.

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

Lead product design and UX across Toyota's digital ecosystem, one of the highest-traffic consumer sites in the US at roughly 25 million monthly visits, staying close to the craft while building the team and systems behind it.

- Lead a multi-disciplinary product design team of 17, including 3 ACDs across UX and visual design, and built the career paths and operating model behind it
- Own product design across Toyota.com and connected digital products, improving experience quality and consistency at scale
- Built and evolved Toyota's enterprise design system, reducing design-to-development cycle time by 20%
- Drive experimentation and A/B testing, pairing quantitative and qualitative research, to optimize engagement and conversion
- Designed tools connecting Toyota.com to local inventory and physical retail, including Build & Price changes that increased lead generation by 10%, bridging online discovery to in-store purchase and fulfillment
- Lead AI exploration for the team, building a Figma MCP plugin that generates layouts within our design system and introducing AI prototyping tools
- Present design strategy and POVs to product, engineering, and marketing leadership, influencing decisions across integrated, end-to-end experiences

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

Built and led Vans' global digital design organization, scaling it to a globally distributed team of 22 designers and front-end developers across commerce, product, and brand.

- Owned Vans' global DTC commerce across homepage, PDP, customization, account, and checkout for a brand with international reach
- Created the industry's first WebGL 3D shoe customizer, a real-time customization platform that lifted engagement and conversion by double digits
- Led design of Vans Family, a membership and loyalty platform across mobile and web, strengthening engagement, retention, and lifetime value
- Led brand and digital content across the site, including campaign imagery, banners, and email, and expanded the brand into interactive spaces like Roblox, reaching 120M+ users
- Led site-wide personalization and A/B testing, tailoring experiences to user segments to improve relevance, engagement, and conversion

Vans / Sr. Digital Design Manager

April 2010 - February 2016

- Led design across key digital and e-commerce experiences including homepage, product flows, and account features
- Helped standardize UX design practices that improved consistency, quality, and execution across teams
- Collaborated with product and analytics teams to validate decisions through research and performance data

Vans / Digital Design Manager

April 2005 - April 2010

- Led UI and design execution for e-commerce 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.