

Matthew Thomas-Wicher

Senior Product Designer

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Senior Product Designer with 9 years of experience building complex SaaS and fintech products in highly regulated, large-scale environments. Currently designing at a Fortune 100 company, with a full-stack engineering background enabling strong systems thinking and cross-functional collaboration. Focused on scalable, data-informed design that balances user and business needs.

EDUCATION

UX/UI Design Certificate , Flatiron School, Chicago, Illinois	2020
Full-Stack Engineering Certificate , General Assembly, Washington, D.C.	2017
B.A., Political Science , Flagler College, Saint Augustine, Florida	2014

EXPERIENCE

Senior Product Designer **February 2025 – Present**
Capital One, McLean, Virginia (Hybrid)

- Spearheaded user research for GitHub Copilot Agent Mode, synthesizing complex feedback into actionable insights that directly led to Senior Leaders approving it for General Availability
- Led design strategy for a major user migration initiative (DevNav Hub), driving a 200% increase in release adoption (25% to 75%) and boosting customer satisfaction by 9%
- Orchestrated the strategy and execution of a release engagement initiative, surpassing targets and achieving 6,000+ unique users with a low opt-out rate of 3.6%
- Designed data visualizations for the 2025 Voice of the Engineer survey, collaborating across cross-functional teams to transform complex datasets into actionable insights for 12,000+ associates and executive leadership

Senior Product Designer **May 2023 – January 2025**
Berkeley Research Group (Remote)

- Designed and launched a legislative policy tracker delivering crucial updates to users, resulting in a 13% increase in log-in frequency and improved user retention
- Revamped critical user flows by integrating extensive user research findings, streamlining processes for enhanced efficiency and user satisfaction
- Refactored internal design libraries incorporating a 3-tier token system, alleviating engineering pain-points and accelerating development velocity
- Translated complex business requirements into scalable design solutions that balanced user needs with technical constraints, accelerating front-end delivery by ~25% through reusable components and standardized assets

Portfolio: mthomaswicher.design

Product Designer

October 2021 – May 2023

Oportun (Remote)

- Spearheaded optimization of sign-up and onboarding flows across the entire product suite (banking, automated savings, investing, budgeting), achieving 20% increase in retention rates
- Partnered with Design Strategy and Product teams to create member insights area, resulting in 5% increase in member retention and 15% increase in weekly active members
- Designed for complex financial products requiring deep understanding of user lifecycle & monetization strategies while leveraging A/B testing & data insights to optimize engagement

UX Engineer

April 2020 – October 2021

The Demex Group (Remote)

- Served as the sole designer/full-stack engineer, and owned marketing and product design initiatives from concept to launch, delivering scalable solutions while thriving in an ambiguous, fast-paced environment
- Built out the “North Star” design system end-to-end from design to implementation and built out components using React.

Senior Litigation Paralegal

June 2018 – July 2019

Hollingsworth LLP, Washington, D.C.

- Managed critical trial preparation autonomously during the Monsanto Roundup litigation's preliminary phase, honing skills in analyzing complex systems, synthesizing data, and delivering actionable insights; foundational abilities that transitioned into product design

SKILLS

Strategy: A/B Testing, Data-Informed Design, User-Centered Design, Qualitative/Quantitative research, Usability Testing, Heuristic Evaluation, Journey Mapping, Persona Development, Competitive Analysis

Design: UX/UI Design, Interaction Design, Microinteractions, High-Fidelity Prototyping, Design Systems, Information Architecture, Motion Design, Cross-Platform Design

Collaboration & Leadership: Cross-Functional Collaboration (PM, Engineering, Data Science, Research, Strategy), Stakeholder Management, Presentations, Design Mentorship, Workshop Facilitation, Agile

Technical: Figma, Sketch, Adobe Creative Suite, Axure, Framer, ProtoPie, After Effects, Jira, Confluence, Monday, Lucid, UserTesting.com, Accessibility, Lean UX, Rapid Iteration

LEADERSHIP & COMMUNITY IMPACT

Pro Bono Team Lead | Capital One Social Impact Volunteerism | 2025: Led cross-functional pro bono team optimizing onboarding processes for Carver Federal Savings Bank driving measurable community impact

Hackonomics Hackathon Winner & Team Leader | Flatiron School Alumni | 2024: Led product, design, and engineering teams to victory, creating AI-powered personal finance application in 19 days. Integrated OpenAI into tech stack and designed cutting-edge technology and ML

Active Member | Salute Military Business Resource Group | 2025–Present: Military spouse advocate supporting veteran and military family associates across 15+ local chapters.