

HIROMI MATSUMOTO

PRODUCT DESIGNER



Everything, from museums to mobile apps, stand on the design of an experience. In the last couple of decades, I've architected hundreds of such successful experiences with both large corporations like Volkswagen and grassroots projects like SmartThings. I have the experience necessary to shepherd initiatives to targeted business goals.

Of equal importance to me, however, is the experience I foster with those I work with. I believe in open and respectful communication between multi-disciplinary teams—nurturing and amplifying the strengths of those around me. If that's an experience you value, I am confident that we could make something great together.

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WORK EXPERIENCE

PRODUCT DESIGNER, PRINCIPAL

Mass Productive | Tennessee, New York, California

Designing products that increase productivity and producing stories that shine a light on clients' value proposition.

- ▶ Assisting marketing firm UviaUs to productize podcasting as an ABM tool
- ▶ Building a design-led system for dev firm TSG to expand service offerings
- ▶ Shepherding dozens of enterprise products from concept to launch

2013 - 2023

CREATIVE DIRECTOR

Refactr & SmartThings | Twin Cities, Minnesota

Focusing on web and mobile apps, Refactr led the charge to "start start-ups" in the Twin Cities, eventually being acquired by client SmartThings.

- ▶ Prototyping, brand, and frontend development for dozens of startups
- ▶ Video production for Kickstarter campaign that raised first \$1.2MM

2008 - 2013

ART DIRECTOR

Risdall Marketing Group | Twin Cities, Minnesota

Entering the world of digital advertising at the tail-end of the dotcom boom, skeuomorphic interfaces built on HTML tables reigned supreme.

- ▶ Multiple web marketing awards for innovation in web design

2000 - 2008



REFERENCES

JAYCEN THORGEIRSON
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COO, UviaUs

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Hiromi is A+ caliber. I admire his creativity, professionalism and ability to consistently deliver remarkable work that goes beyond your expectations. Any team or organization would benefit greatly by having Hiromi be part of it.

— Jaycen Thorgeirson, UviaUs

WORK EXAMPLES

SALES
ENABLEMENT
TOOL
Columbia
Sportswear



MEDICAL
RESEARCH
LIBRARY
Medstar Health



DEALER
EDUCATION
PLATFORM
Volkswagen



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