

# Matt Kofman

## Senior Product Designer

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### EXPERIENCE

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#### **NBCUniversal** 5 years

- **Senior Product Designer** Feb 2020 → Today

- Currently leading design for the NBC News and MSNBC iOS and Android apps.
- Collaborating with cross-functional teams including product, engineering, editorial and other stakeholders to create intuitive user experiences that aligned with business goals and user needs.
- Presenting design concepts, prototypes, and final designs to senior leadership and stakeholders, providing clear rationale for design decisions and effectively communicating design solutions.
- Working closely with our research and customer care teams to conduct user research, usability testing, and analysis to inform design decisions and validate design solutions.
- Developing and maintaining design systems, style guides, and design libraries to ensure consistency and scalability across all platforms.

- **Design Lead, NBC News and MSNBC iOS and Android Apps** Jan 2023 → Today

- Designed and maintained a design system for the NBC News and MSNBC across iOS and Android and covered phone and tablet layouts. This design system makes full use of variables to allow for easy context switching between NBC News and MSNBC branding as well as shifting from a light theme to a dark theme.
- Released and further defined an updated Listen tab which allows users to listen live to a set of NBCUniversal audio streams such as NBC News NOW, MSNBC, CNBC, Today All Day and more.
- Designed and released a new live video player to allow the user to watch live TV streams of NBC News NOW and MSNBC and which provided our editors features to curate it in different ways to allow them to best fit it into the overall story.
- Designed and released a new MSNBC app which shifted focus from video consumption to editorially-driven content to allow users to read MSNBC articles in addition to watching video.

- **Design Lead, CNBC iOS and Android Apps** Feb 2020 → Jan 2024

- Designed and maintained a design system for the CNBC apps across iOS and Android and covered phone and tablet layouts. This design system makes full use of component variants to allow easy context switching between light and dark themes.
- Designed and tested a new Market tab experience to allow for a more detailed and module stock market tracking experience.
- Improved the design of the CNBC Pro subscription purchase user flow which lead to a higher amount of users subscribing.
- Designed and tested a new onboarding experience to allow users to more easily set up their experience from the get go via creating an account, creating a watchlist, and curating their notifications.
- Designed, tested, and launched the CNBC Investing Club with Jim Cramer as a new subscriber experience for members in app to follow Jim Cramer's movements in the stock market via articles, live meetings, and his Charitable Trust portfolio opening up a new popular revenue stream.
- Conducted a full audit of the implementation of accessibility within the CNBC iOS and Android apps, tested users of accessibility features with our user researcher on Fable, then determined, outlined, and presented to our team of product managers, developers, QE, and project manager the improvements we could make as well as best practices going forward.

- **Design Lead, CNBC Apple TV and Roku Apps** Feb 2020 → Feb 2022

- Designed, tested, and launched the CNBC Pro subscription flow and subscriber experience for Apple TV and Roku enabling subscribers from web, iOS, and Android to watch the CNBC Pro TV live streams as well as enabling more features such as a watchlist tracker, which opened up a new revenue stream.
- Designed and maintained a design system for the Apple TV and Roku apps allowing an easier design workflow.

- **SiriusXM** 2 years, 9 months

- **Product Designer → Senior Product Designer** Jun 2017 → Feb 2020

- **Freelance Contractor** 1 year, 10 months

- **Senior Product Designer** Sep 2015 → Jun 2017

- **Applico** 2 years, 9 months

- **Product Design Intern → Product Designer** Jan 2013 → Sep 2015

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**Always learning.  
Always growing.**

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### SKILLS

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#### **Product Design**

- iOS/iPadOS
- Android Phone/Tablet
- TV Apps
- Responsive Web
- Automotive
- Watch
- AR/VR
- Sketching/Concepting
- Visual Design
- Design QA
- Prototyping
- Design Systems
- Accessibility
- Figma
- Sketch
- Adobe Photoshop/Illustrator/AfterEffects
- Prototipe
- Principle
- Design Strategy
- Motion & Animation

#### **Development**

- Object Oriented Programming
- Swift, SwiftUI, UIKit
- HTML
- CSS
- Javascript
- XML

#### **Leadership**

- Transparency
- Accountability
- Communication
- Ownership
- Self-Awareness

### EDUCATION

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#### **BFA Graphic Design**

Montclair State University

Graduated 2013