

# Matt Kofman

## Senior Product Designer

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### EXPERIENCE 13 years total

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- **CNBC @ NBCUniversal & Versant Media** 6 years
  - **Senior Product Designer** Feb 2020 → Today
    - Currently leading design for the CNBC iOS and Android apps.
    - Collaborating with cross-functional teams including product, project, engineering, editorial, user research, customer care, executives, 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.
    - Developing and maintaining design systems, style guides, and design libraries to ensure consistency and scalability across platforms.
    - Designed many projects including a new subscription product, improvements to existing subscription funnels, new onboarding experiences, and numerous enhancements to the overall product and user experience.
    - Conducted a full accessibility audit, designed updates, and tested with real accessibility users through Fable with our user research and testing team.
- **NBC News @ NBCUniversal** 2 years, 8 months
  - **Senior Product Designer** Jan 2023 → Aug 2025
    - Led design for the NBC News iOS and Android apps.
    - Collaborated with cross-functional teams including product, engineering, editorial, user research, customer care, executives, and other stakeholders to create intuitive user experiences that aligned with business goals and user needs.
    - Presented design concepts, prototypes, and final designs to senior leadership and stakeholders, providing clear rationale for design decisions and effectively communicating design solutions.
    - Developed and maintained design systems, style guides, and design libraries to ensure consistency and scalability across platforms.
    - Designed many projects including a new subscription product including podcasts as a primary feature, a new onboarding experience, an updated media tab experience with live TV channels, a live TV module in the news tab enabling more dynamic forms of storytelling, a new vertical video format, and numerous enhancements to the overall product and user experience.
- **SiriusXM** 2 years, 9 months
  - **Product Designer → Senior Product Designer** Jun 2017 → Feb 2020
    - Regularly traveled across the country representing SiriusXM's American automotive design team to work with our partners such as Ford, GM, FCA, Subaru, and Panasonic to bring the best possible SiriusXM experience to their cars and our users.
    - Led design engagements for products and features.
    - Collaborated with cross-functional teams and colleagues across multiple organizations simultaneously, communicating clearly and effectively to design, build, and launch numerous products and features.
    - Built and maintained multiple design systems and pattern libraries for a multitude of platforms across the automotive space.
    - Mentored interns, junior, and mid-level designers. Encourage members of my team to take ownership of and lead projects to allow them to empower themselves.
    - Created a standard process for working with our partners to ensure a more consistent environment for information sharing, collaboration, and communication.
- **Freelance Contractor** 1 year, 10 months
  - **Senior Product Designer** Sep 2015 → Jun 2017
    - Worked with a number of startups including Golden and WayUp to create new iOS and Android apps from concept to launch.
- **Applico** 2 years, 9 months
  - **Product Design Intern → Product Designer** Jan 2013 → Sep 2015
    - Led and assisted design engagements with a variety of clients including Google, Samsung, Sony, DreamDry, SurfAir, Turtle Beach, and Castr.
    - Designed apps from concept to launch for iPhone, iPad, Apple Watch, Android, Android smartwatches, responsive web, VR, and store tablet kiosks.
    - Implemented a better design to development handoff process utilizing redlining, detailed specifications for typefaces, measurements, distances, asset exporting and size optimizing, and animation handling.

### MENTALITY

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**Always learning,  
always growing.**

### SKILLS

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#### Product Design

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

#### Development

- Swift, UIKit, SwiftUI
- HTML, CSS, Javascript
- AI

#### Leadership

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

### EDUCATION

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#### BFA Graphic Design

Montclair State University

Graduated 2013