

DESIGN

I've led San Francisco's biggest departments through a reimagination of their in-person services for a digital world. I've worked with a global product and development team to go from concept to delivery of a new product in six months. I've overhauled the NHL stats site's visuals, structure, content, and experience, leading to increases of 25% in number of site visits and 45% in engagement time. I've created content and animations for a 50' outdoor display that was visited by over 1,000,000 people in Super Bowl 50's Fan Energy Zone.

2017 UX Award - Honorable Mention
Most Insightful Insights and Actions from User Research



RESEARCH

I've done intercept interviews with truck drivers to create a framework for understanding why they choose one service station over another. I've hosted a prototyping fair to test and iterate on low fidelity concepts for improving the home subsidy application experience for low income Colombians. I've led remote, global A/B tests to prioritize functionality ahead of a product launch.

STRATEGY

I've facilitated the creation of a future-state ecosystem map to define the goals of a company's genomics strategy. I've created a storyboard detailing the future omni-channel retail experience to build alignment across an organization. I've leveraged end-user research to articulate the opportunity for an expansion of service offerings.

MATTHEW GLIBBERY

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2020 - Present

LEAD SERVICE DESIGNER

Digital Services, City & County of San Francisco

2014 - 2020

SENIOR UX DESIGNER

Design & Co-Innovation Center, SAP

2013 - 2014

CO-FOUNDER & CHIEF DESIGN OFFICER

Kitchen Wizard

2012 - 2013

MS, ENGINEERING, DESIGN & INNOVATION

3.95 GPA | Northwestern University

2008 - 2012

BS, MECHANICAL ENGINEERING

3.88 GPA | Kettering University