

# Matt Blank

[www.mattblank.com](http://www.mattblank.com)

📍 Seattle, USA

📞 +1 (425) 979-8800

✉ [matt@mattblank.com](mailto:matt@mattblank.com)

in [/mattblankdesign](https://www.linkedin.com/company/mattblankdesign)

Throughout my career I've enjoyed designing for some of the most recognized brands in the world and I currently lead mobile design for Microsoft Teams. In my free time I've co-founded a charity and help run multiple non-profit organizations.

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2014 – Present

## **Principal Design Director (Microsoft)**

As the Director of Design for consumer communications at Microsoft, I head the design team for the free offerings of Microsoft Teams and GroupMe. My tenure also included managing Skype design for over a year. My previous five-year leadership of the mobile app for Teams helped it become the company's highest-rated app. In my current role, I lead the international design team responsible for Communities in Teams and SMB offerings, providing non-profits, community groups, and small businesses free access to the product across all platforms. I am also a member of the Design Leadership Team, reporting to the Corporate Vice President of Design.

## **Principal Design Manager (2019 – 2022)**

I was the mobile design lead for Microsoft Teams, heading up the team that produced all the core experiences for iOS and Android. I oversaw all aspects of the designs produced by my team and our partners, and was hands on with conceptualizing ideas, seeing them through to final design and working with PM's and engineering to execute and ship the app. I helped shape the roadmap for mobile, desktop and other devices where Teams can be accessed and worked closely with the senior leadership team to deploy a vision that continuously improved the mobile experience for our users. The app hit number one in app stores around the world multiple times, with over 100 million people using it every day. I also worked in smaller v-teams across Microsoft to help define the mobile design language for the company at large. Through my work on the app, I received multiple patents from the United States Patent and Trademark Office.

## **Senior Design Manager (2017 – 2019)**

I started working on Microsoft Teams near the end of 2016 (about six months before it became generally available) and became the mobile lead for the product, taking on my first team as a manager.

## **Senior Designer (2014 – 2017)**

I started my tenure with Microsoft designing for Skype in London on both mobile and desktop platforms, helping to make improvements to core experiences and create a framework for its notification ecosystem. I went on to lead the Interaction Design for Skype for Business on the iOS platform and moved to the USA in 2016 so that I could work closer with the larger team.



2013 - 2014

## **Lead UX Designer (Metro)**

I was responsible for ensuring the user was at the forefront of all digital consumer products for the world's largest free newspaper and one of the most visited news sites in the UK. My role focused on mobile first, responsive design; a made to share approach and the evolution of Metro's native applications, including being the principal UX/UI designer for their Android App, Metro10. I worked with all areas of the business to make sure that the user experience was at the heart of all decisions, which included all aspects of product development, from conception to post-launch.

## **Aol.**

2010 - 2013

## **Senior UX Designer (AOL)**

I helped lead full UX and UI designs for branded experiences, as well as multiple product redesigns, including HuffPost. I also created AOL's first iPad app. I helmed the complete re-design of one of the most popular parenting sites in the UK, which involved working on concept wireframes and user journeys, through to final designs and implementation. I continued to use data to improve the site post launch. Other projects I worked on included responsive video templates to be used across all AOL entities and creating the fully responsive grid and structure for the main AOL UK website. I also took on a voluntary position as a Cultural Ambassador, playing an important role in the recruitment process and promoting the values of the company.



2007 - 2010

## **Senior Web & Flash Designer (Dennis Publishing)**

I worked on the websites for their high-profile magazines including Maxim, Men's Fitness, PC Pro, and Auto Express. I designed and developed microsites, custom channels, HTML newsletters and flash promos/banners. I also created full page Flash animation for their e-mags, designing for companies including 20th Century Fox, Sony, Nintendo, Coke, Disney and Ford among dozens of other blue-chip brands.



2006 - 2007

**Web Producer (AKQA)**

I was part of a small team within this digital design agency that maintained the Microsoft Xbox European sites. I created graphics, edited Flash, and designed layouts for various sections. I was also the Lead Producer for the Nike Plus website, which promoted the collaboration between the famous sports brand and Apple's iTunes.

2001 - 2006

**Freelance Web Designer**

I have designed, built and maintained many e-commerce and editorial websites for various clients, from corporate groups to West End musicals. My work has contributed to my clients increasing their revenue and securing significant contracts through their online presence.

2000 - 2003

**LIPA (Liverpool Institute for Performing Arts)**

BA Honours Degree (2.1) – Performing Arts – Acting Route