

Matthew Chapman

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[Linkedin](#)

[Portfolio](#)

Senior product design leader with 20+ years experience scaling and mentoring global design teams at Oracle, Dow Jones, and eBay. Specialising in building high-performing design organisations from the ground up, growing teams, and embedding user research and agile practices that align product, engineering and leadership around shared outcomes.

Recently focused on the intersection of AI and design workflows, exploring how tools like Claude Code, Figma MCP, and Storybook can accelerate the design-to-code pipeline and reduce friction between design and engineering at scale. Known for fostering feedback cultures, improving delivery speed, and elevating quality and consistency across complex enterprise portfolios.

12/25 to present

Sitracker, Senior Manager of Product Design

- Grew the product design team to 10, building capacity while maintaining quality and team cohesion across a fast-moving enterprise platform.
- Exploring AI-augmented design workflows including Figma-to-code pipelines, MCP server integration, and Storybook to improve consistency and accelerate delivery across engineering and design.
- Establishing design rituals, review cadences and cross-functional processes to embed design thinking into product and engineering workflows.

04/22 to 06/25

Oracle, Senior Manager of UX design

- Managed and coached a distributed team of 10 designers across the UK, India and the USA, establishing rituals and standards that raised design quality across a complex enterprise portfolio.
- Directed the redesign and replatforming of the OCI console, including a new homepage that unified navigation and measurably improved task completion time.
- Defined UX direction for data and AI infrastructure experiences, partnering with platform teams to ensure coherence across services.
- Established the team's first designer-led user testing program, embedding research into sprints and accelerating feedback loops.
- Ran cross-functional innovation workshops and prioritised multiple workstreams, balancing roadmap commitments with discovery and design debt.
- Supported career growth through structured reviews, goal setting and regular 1:1s, improving team engagement and capability.

09/18 to 03/22

Dow Jones, Director of UX and Design

- Led UX and design direction for Dow Jones's business data insights platform, defining the UX vision across a suite of three products.
- Grew the design team from 1 to 5, unified three separately designed products under a single design system, and introduced human-centred design practices into agile delivery.
- Drove consistency through shared patterns and components, reducing duplication and improving delivery speed across product and engineering.
- Evangelised best UX practices to engineers, product managers and product leadership, building design credibility across the organisation.

07/15 to 09/18

eBay, Design Lead

- Design lead for eBay's European product development team, delivering complex B2C selling flows across mobile and desktop.
- Shipped an ML-powered insights platform giving professional sellers actionable data to grow their revenue.
- Led innovation design sprints with cross-functional teams across the UK and Germany, rapidly exploring and validating new product concepts.
- Conducted user testing sessions and drove rapid iteration based on user feedback across multiple product areas.

11/13 to 07/15

Tesco PLC, Lead UI Designer

- Led visual and interaction design for Tesco's international mobile web app, deploying responsive and adaptive experiences across 12 countries within a co-located agile team.
- Helped define future design best practice for Tesco product teams using the international project as a test case

01/13 to 11/13

Telefonica Digital, Senior visual Designer

- Generated customer insights for the innovation studio and helped define global visual and experiential language across distributed agile teams.

04/12 to 01/13

Canonical, Senior visual Designer

- Designed the Ubuntu Unity interface across desktop, mobile and TV, embedded with engineering teams to ensure visual standards throughout delivery.

04/11 to 04/12

Samsung Design Europe, Senior visual UI Designer

- Senior designer at Samsung's European innovation studio, defining visual design language and delivering UI prototypes validated through user testing.

11/04 to 03/11

Sophos, Senior Graphic Designer

- Global graphic design responsibility and UI design lead, working with usability engineers to translate persona data into product interface design.
- Conceived and delivered an iPhone application from stakeholder interviews through to launch, coordinating with an external development partner.

01/03 to 11/04

Mekon Ltd, Graphic Designer

07/02 to 12/02

Lamba Plc, Design Assistant

02/02 to 06/02

Career break to travel

06/01 to 02/02

Berlitz, Typesetter

Education

1998 to 2001

University Of Central Lancashire, Ba Hons Creative Advertising

1998 to 1999

Cambridge College, National Diploma – Graphic Design – Distinction