

Kat Matfield

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Skills

Product strategy
Usability testing
Ethnographic research
Data analysis
SQL
Python
Service design
Prototyping
Workshop design & facilitation
Agile methodologies
Leading teams

Education

UCL
MSc Digital Anthropology
2017-2019 (part time)

Oxford University
BA English, 1st class
2005-2008

Senior Product Manager

Skyscanner

2016-2018

- **Product strategy:** developing a strategy for my department focused on delivering the highest possible user impact and aligning with the company's global strategy.
- **Research:** designing, conducting and analysing multimodal research to measure usability, uncover user needs and validate ideas. Training and supporting colleagues to run their own research, and advocating for a culture of research.
- **Data analysis and experimentation:** designing and running effective experiments, and analysing data to uncover user behaviour and identify opportunities.
- **Machine learning:** working with data scientists to conceive, evolve and validate machine learning features. Maintaining empirical rigour without losing sight of the big picture: how does this help the user?
- **Stakeholder management:** collaborating with colleagues in marketing/legal/user support/design/product/engineering, across three continents and five time zones.
- **Leading teams:** inspiring a multi-disciplinary team with a product vision, then breaking that into iterative releases that balance team learning and user value.

Head of Product

Silicon Milkroundabout

2015-2016

Silicon Milkroundabout connects the best candidates with high-growth tech companies at events that are more enjoyable than the usual hiring process.

- **Product strategy:** translating the business's priorities into a flexible roadmap that balanced urgent short-term needs with building reliable foundations for future iteration. Identifying opportunities for differentiation in the longer term.
- **UX design:** collaboratively designing high level flows, to make sure the whole service experience is intuitive, simple and valuable for all users.
- **Agile project management:** working with a newly-formed tech team to develop a process which allows them to deliver quality software at a sustainable speed.
- **Research:** introducing a culture of user research and devising a varied, agile research programme that gave teams across the business the insight they needed.

Product Manager/Service Designer

Adaptive Lab

2012-2015

Adaptive Lab is an innovation agency, offering strategy, design and technology services to clients like Tesco, Barclays, Experian, Vodafone and the Associated Press.

- **Product strategy:** devising products that hit the sweet spot where user needs, business goals and market gaps overlap. Turning those ideas into clear, achievable roadmaps and inspiring visions.
- **Research:** desk research into markets, competitors, trends and design patterns; ethnographic user research and remote/in-person usability testing.
- **Service and UX design:** running an evidence-based, user-centred design process to create end-to-end experiences that achieve customer and business goals.
- **Leading teams:** setting the direction and goals for cross-functional teams, enabling them to work autonomously, and guiding them to do their best work.
- **Stakeholder management:** working with a broad range of stakeholders to understand their needs, involve them in prioritisation, and communicate results.