

Matt Farmer

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Experience

Asana · Sr Product Designer · Jan 2023 – Present
Built Asana's Resource Management product (Capacity Planning, Placeholders, People Attributes) from zero to one. In one year, grew the surface area from 0% to 13.2% weekly active users for our Enterprise customers.

Route · Sr Product Designer · Apr 2022 – Dec 2022
Was directly responsible for the entire Discover tab on the Route mobile app. Inclusive within this responsibility was overseeing and modernizing Route's design system.

Uber · Product Designer · Jan 2021 – Apr 2022
Lead the consumer growth experience for Uber Eats' grocery vertical on the market team. In addition to this main responsibility, supported adjacent new verticals such as alcohol, convenience, and pharmacy.

Postmates · Product Designer · Jul 2019 – Jan 2021
Crafted iOS, Android, and web experiences for the Buyer Team at Postmates. Was the sole designer on products such as Passwordless Onboarding, Unlimited Sign Up, Postmates' Homepage, Dynamic Minimum Cart, and more.

Meta · Product Designer Intern · Jun 2018 – Sep 2018
Designed end to end experiences for Facebook Marketplace. Responsible for the research, design, and development of Marketplace's largest vertical: Motors.

Education

University of Washington
Bachelor of Design in Visual Communication Design
Bachelor of Science in Informatics: Human Computer Interaction

Skills

UI/UX Design	Interaction Design	Branding + Identity
Wireframing	Rapid Prototyping	Design Systems
Java	HTML/CSS	JavaScript
ReactJS	AJAX	SQL

Tools

Figma	Illustrator	Origami Studio
Photoshop	Principle	After Effects