

Matte Elsbernd

Design Operations & Program Management

Seasoned professional with track record in the hands-on skills involved with technical & design solutions who uses that expertise to hold the conversations and build the teams that get things built. A natural problem-solver who is used to stepping into ambiguity to create process and into chaos to create order. The role I enter is rarely the role I end up in, as I see and fill the gaps that are presented as I identify gaps in organizations and assume ownership for problems that exist. To resolve the problems, I influence and lead those around me to identify and implement solutions. When organizations and customer needs change, I work with partners to identify needed changes and work to continually improve processes and solutions.

(415) 283-7838

matte.elsbernd@gmail.com

matte.elsbernd.net

www.linkedin.com/in/matteelsbernd

Design Program Manager, XD (Risk/Compliance/Business Assurance) @ Wells Fargo

07/2020 – Present

- Analyze the impact of Corporate Policies and Government Regulations on Experience Design team deliverables and workflows.
- Write controls to mitigate compliance risk in design processes.
- Manage teams implementing process controls and maintaining evidence of those controls.
- Develop process documentation (Confluence/Word/Excel) for the business assurance processes for the Experience Design team.
- Maintain tracking documentation (Confluence/JIRA/SharePoint) for the business assurance efforts for the Experience Design team.
- Collaborate with similar teams in the organization to improved processes and approach towards solving for compliance risk within the company.

UX Lead/Design Program Manager, XD (Digital Wallets/Native) @ Wells Fargo

11/2016 - 03/2021

- Researched and maintained team's knowledge base on digital wallet technology and best practices.
- Researched behavior and technical requirements effecting UX flows on iOS and Android platforms.
- Documented UX flows and behaviors.
- Managed production of UX deliverables for project work.
- Acted as Native SME for larger Experience Design team.
- Acted as Native Device UAT SME for larger Experience Design team.
- Acted as Digital Wallet SME for larger Experience Design team.

Senior Producer, Experience Design (XD) @ Wells Fargo

02/2016 – 11/2016 (Contractor)

- Managed delivery of UX deliverables for projects enhancing various digital experiences, including websites and mobile apps.
- Managed relationships between Experience Design team and partners in Product Management, Development, and other teams within company.

Director, Professional Services @ IO Integration

03/2014 – 10/2014

- Managed a growing, remote team (10+) of Project Managers (PMs) and Digital Asset Management (DAM) workflow consultants & technology specialists.

- Led company's efforts to shift from a technical solutions organization to a wider business consulting organization.

Sr. Project Manager, Professional Services @ IO Integration

06/2012 – 03/2014

- Helped build out the Project Management (PM) capabilities of a growing systems integration company's Professional Services team.

Sloan Fellow (MSx) @ Stanford Graduate School of Business (GSB)

07/2009 – 06/2010

- Attended Stanford's GSB for their full-time, in-person, one-year Sloan Fellowship Program (now Masters of Science in Business (MSx)) is an exclusive full-time business degree for mid-career professionals.
- Additionally, took classes in the Hasso Plattner Institute of Design (d.school).

Studio Manager (Interactive), Creative Services @ Charles Schwab

04/2007 – 01/2008

- Led a team (13+) made up of visual designers as well as front-end and back-end developers that delivered banner ads, email templates, web landing/jump pages, and internal web applications for internal clients.

Producer (Interactive) Creative Services @ Charles Schwab

05/2004 – 07/2004, 09/2004-10/2004 and 12/2005-04/2007 (Contractor)

- Led the delivery of 5-20 concurrent projects (each cycle), for the internal creative services agency that produced banner ads, email templates, jump/landing pages, and internal web applications.

Lead/Senior Project Producer @ FriendFinder

04/2005 – 10/2005

- Enhanced Project Management (PM) discipline and oversaw a growing team of Project Producers.
- Built out the User Experience (UX) discipline and acted as de facto Director of User Experience.

Group Creative Director (Interactive) @ Irma S. Mann Strategic Marketing

10/2000 – 10/2001

- Expanded the interactive capabilities & offerings of a traditionally print-focused travel marketing agency.