

## Matte Elsbernd

### Design Operations & Program Management

Seasoned professional with track record in the hands-on skills involved with technical & design solutions, who then 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 identify & fill the gaps that are present in the organization and assume ownership for the problems that exist. To resolve problems, I influence & lead those around me to identify & implement solutions. When organizations or their customer's needs change, I work with partners to identify the necessary process improvements & solutions.

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### Lead UX Program Manager, PXG (DesignOps) @ Avalara

08/2021 – Present

- Manage central DesignOps for the Product Experience Group (PXG) a globally-distributed, remote team of 50+.
- Own PXG's quarterly capacity & workload tracking in Jira, including detailed reporting & diagnostics to ensure all work is properly tracked and tied to the larger engineering work & product roadmaps.
- Write and maintain PXG team documentation in Confluence including Best Practices, Onboarding, Playbooks, and Task/Process documentation.
- Oversee Tool (Dovetail, Sigma, FullStory, & Miro) administration and procurement for PXG and larger company.
- Develop workflow automations in Jira, Slack, and other tools in order to increase productivity & efficiency.
- Built & maintain an email-to-Jira intake process, including automation & reporting, to triage help center content feedback to the appropriate technical writers.
- Serve on board of the Employee Resource Group for remote workforce, promoting the benefits of asynchronous tools and processes for maintaining & improving globally distributed organizations.

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

07/2020 – 08/2021

- Analyzed the impact of corporate policies and government regulations on the Experience Design (XD) team's deliverables, processes, and workflows.
- In coordination with our legal partners, wrote controls to mitigate the compliance risk in XD's design processes.

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

11/2016 - 03/2021

- Documented & maintained XD's knowledge base on digital wallet technologies and best practices.
- Designed user flows for native app interactions with iOS & Android permission settings, accessibility functionality, and other device functionalities such as cameras.
- Worked with engineering & quality assurance partners to document device testing requirements and develop UAT processes for the XD team.
- Built out a device library and a screenshot repository.
- Acted as Native, Native Device, and Digital Wallet SME for XD & product organization.

### **Senior Producer, XD (Digital Projects) @ Wells Fargo (Contractor)**

02/2016 – 11/2016

- Managed project schedules and delivery of UX deliverables for various web & mobile product improvements.
- Grew relationships between XD project teams and our product & engineering partners.

### **Director, Professional Services @ IO Integration**

03/2014 – 10/2014

- Managed a remote team (10+) of project managers and digital asset management (DAM) workflow consultants delivering asset management and creative workflow automation solutions for Apple, GoPro, Office Depot, Kohl's and others.

### **Sr. Project Manager, Professional Services @ IO Integration**

06/2012 – 03/2014

- Managed client relationships and delivery of asset management and creative workflow automation solutions for Apple, GoPro, Office Depot, Kohl's and others.

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

07/2009 – 06/2010

- Graduated from the one-year, full-time Master's program at Stanford's Graduate School of Business.
- Took design and media classes at Stanford's Hasso Plattner Institute of Design (d.school).

### **Interactive Studio Manager, Creative Services @ Charles Schwab**

04/2007 – 01/2008

- Led an in-person team (10+) of visual designers delivering banner ads, email templates, and web landing/jump pages for external customers.
- Led an in-person team (3+) of front-end developers delivering & maintaining internal web applications for internal customers.

### **Producer, Creative Services @ Charles Schwab (Contractor)**

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

- Managed project schedules and delivery of customer communication materials for Schwab's internal Creative Services team.

### **Lead/Senior Project Producer @ FriendFinder**

04/2005 – 10/2005

- Defined product feature requirements and UX designs for new features & improvements for various online dating sites.
- Enhanced the the project and product management discipline and oversaw a growing team of project producers.
- Built out the UX discipline and acted as Director of User Experience.

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

10/2000 – 10/2001

- Expanded and defined the interactive capabilities & offerings for a traditionally print-focused, travel marketing agency.