

Matt Legrand

I build products, strategies, and teams for companies like Common Sensing, Bubble, and Formlabs, ensuring their success.

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Work & Experience

Head of Product Design and UX, Apartment Therapy Media

2020 — Present

Drove the foundational initiative to convert a media network that attracts ~50MM visitors monthly into a product-oriented platform by building valuable tools for visitors and diversifying revenue opportunities through loyalty and retention.

Managed design, product management, engineering, and art studio members of a fully remote team; recruiting diverse talent, evangelizing best practices, and providing mentorship and meaningful career growth.

Led the research and design of registered user experiences for Apartment Therapy and Kitchn, including customized content dashboards and adaptive email reengagement campaigns, resulting in a 271% increase in revenue per user.

Adapted core design components to rapid changes in the publishing SEO landscape to maintain AT Media's consistent ranking and performance.

apartmenttherapy.com

Head of Design, Bubble

2019 — 2020

Lead the redesign of the core web app builder product, establishing a scalable UI system and aligning the product architecture to user objectives and future development needs.

Set strategy to achieve financial and user growth goals, contributing to 226% more paying users and \$1.83M greater ARR over 12 months.

Integrated direct collaboration with customers throughout the product pipeline, embedding user needs and feedback into design, engineering, and customer success.

Managed cross-functional team for several product initiatives, including comprehensive redesign, Figma integration, version control, and responsive design tools.

Mentored team members in specific expertise and and best practices to create engaging and impactful digital tools for a diverse, demanding user population.

Executed design, development and launch of core product website to 2M+ users.

bubble.io

Solutionism: A Design Documentary

2012

Wrote and produced the microdocumentary *Solutionism*, examining the philosophy and possibilities of design as a catalyst for change. Won numerous awards, including Selection of Cannes Film Festival.

solutionism-film.com

Cofounder, Director of Design, Common Sensing

2014 — 2019

Directed the industrial design and user experience of Gocap, bringing a novel smart hardware device from concept to market in a difficult space.

Recruited, managed, and mentored the product team from company founding to post-series A (30+ employees).

Developed a rigorous human factors design process to achieve successful FDA approval while maintaining speed and flexibility necessary for an early-stage startup.

Conducted large scale (200+) formative and summative research studies, ensuring a user-driven and validated product, including clinical studies in partnership with Joslin Diabetes Center.

Managed external partnerships and design service providers to extend product offering to broader indications of injectable medicine, including fertility and hormonal treatments.

Designed and developed beautiful, engaging digital product experiences for Android, iOS, and the web, used by a variety of patients and healthcare provider organizations.

Orchestrated end-user oriented marketing strategy to penetrate the healthcare space (historically resistant to digital innovation).

Common Sensing was acquired by Bigfoot Biomedical.

common-sensing.com

User Experience Consultant, IDEO

2013

Developed design solutions for physical and digital products, ranging from digital health and education platforms to heads-up displays for cars.

ideo.com

User Experience Architect, Genuine Interactive

2011 — 2013

Drove the creative and user experience strategies as the lead UX designer for clients like the Museum of Fine Arts, MIT, Harvard Business School, Atrius Health, and many others.

wearegenuine.com

Independent Consultant

2007 — 2011

Operated a multidisciplinary design consultancy; working with a rotating cadre of collaborators to execute across a variety of platforms, with an emphasis on brand, product strategy and targeted communications for fundraising. Clients include Formlabs (leading to their successful \$35M Series A).