

Matthew Chu

Growth design leader with 10+ years designing consumer products across web and mobile. Expert in personalization, discovery systems, and experimentation frameworks that drive measurable growth. Proven track record leading 0→1 initiatives and partnering with product, engineering, and data science to deliver high-impact experiences at global scale.

Contact

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Tools

Figma Make (AI)
Claude
Storybook
ChatGPT
Loveable
Google AI Studio
Google Stitch

Experience

Coursera, Staff Product Designer: Aug 2020 – Present

- Leading AI discovery and personalization for browse and search experiences for consumers and b2b learners all over the world. Increased checkout rate +29%, paid enrollment rate to +24%, and credit card capture rate up +20% via updating topic pages.
- Building conversational AI to optimize personalization based on user segmentation and building relevant learning pathways for learners.
- Mentoring junior designers and providing guidance on design execution while fostering a culture adopting and leveraging AI tools.
- Spearheaded 0→1 initiatives such as reimagine browse, career-based discovery, and onboarding. Boosted onboarding completion rates +355% and increased revenue by 11%.
- Contributed product cards components to the design system with focus on visual craft and interaction to scale across the Coursera platform, including Enterprise.

Eventbrite, Product Designer: Aug 2018 – Aug 2020

- Led rapid product and design innovation sprints to explore new marketplace capabilities and creator tools.
- Reimagined the Eventbrite App Marketplace, improving the 3rd party app integrations and discoverability for event creators.
- Shipped Facebook (Meta) authentication features that drove +1M new users.
- Designed developer platform experiences including API management and sandbox environments to accelerate ecosystem integrations.

Adyen, Senior Visual Designer: Mar 2015 – Feb 2018

- Designed developer-focused documentation platforms used by global merchants integrating Adyen payment APIs.
- Partnered with companies including Tesla, Apple, Meta, Nike, and Airbnb to optimize checkout and payment flows.

Education

HEC Paris, MsC, 2023 – 2025

Master's degree, business innovation and entrepreneurship. Completed thesis on gamification in tech and UX, understanding its impact on businesses.

The Art Institute of San Francisco, California, BS, 2010 – 2013

Bachelor's degree, graphic design, photography minor