

Matt Safian

409 Pennsylvania Avenue
San Francisco, California

mattsafian@gmail.com
(917) 881-6458

Work

Flipboard

Lead Product Designer · 2017–Present

Product Designer · 2015–2017

Product Design Intern · 2014

Responsible for the design and user experience of the core iOS, Android, and web products, working directly with the CEO, Head of Product, Head of Engineering, and other company leaders.

Co-led the 2017 redesign of Flipboard's iOS and Android apps, revamping the information architecture and product onboarding experience.

Led the redesign of Flipboard Briefing, an exclusive app for Samsung phones installed on millions of devices worldwide, one of Flipboard's key monetization and growth channels; worked onsite with Samsung teams in Seoul.

Work one-on-one with the CEO on special projects for clients including Starbucks, eBay, Disney, and The New York Times. (Project details under NDA.)

Modernized the design team's workflow and process by introducing version-control tool Abstract; building the design team's first scalable component library; implementing data-powered Framer modules and prototyping tools to speed product development and user-testing.

Luvocracy (Acquired by Walmart Labs)

Product Design Intern · 2013

Led the design of the San Francisco-based e-commerce startup's first responsive web framework.

Kleiner Perkins

Design Fellow, Class of 2013

Selected to be an inaugural Kleiner Perkins design fellow, one of twelve chosen from an applicant pool of nearly 2000.

Frog Design

Visual Design & Knowledge Management Intern · 2012, 2011

Freelance

Castle Island Brewing Company

Brand Designer

Established the brewery's brand identity and packaging design. Castle Island was named 2017's "Best New Brewery" by the Massachusetts Brewers Guild.

Education

Connecticut College

BA, Interaction Design · 2011–2015

Created an interdisciplinary self-designed major that combined computer science, psychology, and graphic design.

Skills

Sketch, Figma, Framer, Abstract, Adobe Creative Suite, HTML, CSS, Javascript, Coffeescript