

Matt Corrall

Digital product designer turned design leader

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Summary

With twenty years' experience as a designer, I know how to craft beautiful, intuitive, successful products. As a design leader and manager, I bring this wealth of practical experience into design management, where it helps me establish best practice, develop my team, and deliver exceptional quality products.

My background is in industrial design - I began as a toy designer for Lego - and I transitioned into digital product and service design through work in agencies, freelance, and in-house teams.

I also excel at helping organisations to establish design and raise design maturity. Creating roles, standards, processes and design systems and UX metrics to measure impact.

Key skills

- Recruiting and managing design teams (teams of 2-10)
- Mentoring and coaching aspiring and advancing staff
- Product and design strategy and roadmapping
- Conducting user research as part of product design
- Establishing design practice and raising design maturity
- Designing complex and specialist digital products
- Designing VR, AR, spatial interfaces, gesture and haptics
- Sketching, prototyping, user testing, Agile development
- Workshop facilitation, Design Thinking and creative process

Education

BA (Hons) Design for Industry (1999 - 2003)
University of Northumbria, School of Design
1st Class Honours

Languages

English - Native
Danish - Advanced level

Published online courses

LinkedIn Learning - Sketching for UX Designers
LinkedIn Learning - UX Management (in progress)
Springboard - Sketching & User Story Mapping

Career

Ultraleap (2020 - Present)

Tech scale-up. Gesture, VR, AR, Automotive interfaces
Design Director (Spatial Interaction)

Elsewhen (2019-2020)

Digital product design agency. Financial clients
Service Design Lead (Contract)

Wolters Kluwer (2019)

B2B Tax and accounting software firm
UX Design Lead (Contract)

Fathom (2018-2019)

Digital product design agency. Financial, tech clients
UX Design Lead (Contract)

Pancentric Digital (2017-2018)

Digital product design agency. Insurance, healthcare clients
Design Director

EE (2016-2017)

Large telecommunications firm
UX Lead

DNV Renewables (2013-2016)

Large renewable energy software & engineering firm
Lead UX Designer

Kinneir Dufort (2010-2013)

Physical product design & innovation agency
Consumer electronics, healthcare, food industries.
Senior Designer

Cambridge Design Partnership (2007-2010)

Physical product design & technology agency
Consumer electronics, healthcare, energy industries.
Industrial /UX Designer

Design Edge Cambridge (2006-2007)

Physical product design agency
Scientific and industrial machinery clients.
Industrial Designer

Lego Group (Denmark. 2003-2006)

Large toy manufacturer
Toy Designer