



Matt Zelazo

Lead Product Designer

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About

Lead Product Designer with 10+ years designing acquisition, commerce, and internal tool experiences across web, mobile, and TV. Expert in A/B testing, rapid prototyping, and building at a global scale. Currently leading acquisition and experimentation for Disney+ and Hulu, delivering double-digit conversion lifts and meaningful incremental revenue. Skilled at aligning Product, Engineering, and Marketing to prioritize high-impact initiatives, mentoring designers, and scaling design operations.

Experience

Disney+

Los Angeles, CA, 04/2024 to Present

Lead Product Designer

- Drives product design for acquisition and commerce across Disney+ and Hulu on web, mobile, and TV.
- Builds and mentors a high-performing team; establishes critique, rituals, and quality bars for research, prototyping, and delivery.
- Leads and communicates design strategy and vision to designers, engineers, product managers, and leadership through clear writing, visuals, and presentations.
- Owns the experimentation program, shipping rapid A/B tests that drive double-digit lifts in conversion and meaningful incremental revenue.
- Utilizes Cursor to rapidly iterate and prototype user flows, reducing time-to-solution and accelerating product & engineering alignment.
- Partnered with Design Systems and Engineering to standardize global commerce templates, accelerating launches and ensuring consistency across markets.

Altruist

Los Angeles, CA, 08/2023 to 04/2024

Senior Product Designer

- Designed workflows for RIAs to open accounts, fund, trade, and report in Altruist's platform.
- Planned and conducted user research with advisors; synthesized insights into the roadmap.
- Facilitated usability tests and iterated to reduce friction in core tasks.
- Defined success metrics with executives and translated them into measurable UX goals.

Meta

Remote, 11/2021 to 06/2023

Senior Product Designer

- Designed advertiser experiences in Ads Manager across Facebook, Instagram, and web.
- Led cross-functional strategy and quarterly roadmap planning with Product and Engineering.
- Used storytelling and prototypes to align executives and stakeholders on customer journeys.
- Mentored junior designers across Monetization; established feedback rituals and growth plans.

- Partnered with Research and Data Science to identify opportunities that improved UX and business outcomes.
- Maintained design systems for internal tools and B2B software, ensuring scalability and consistency.
- Built research prototypes to test usability and advertiser preferences.
- Work resulted in increased advertiser value, triple-digit feature adoption, and millions in incremental revenue.

GOAT

Los Angeles, CA, 06/2018 to 10/2021

Senior Product Designer

- Designed buyer and seller experiences for a global sneaker and apparel marketplace across mobile and web.
- Partnered with the CPO to define scope, hypotheses, and OKRs for major initiatives.
- Led art direction for UI elements, typography, and brand voice.
- Mapped end-to-end customer journeys to align partners and executives across apps.
- Drove user research and data analysis; prototyped to validate concepts and de-risk delivery.
- Built and maintained a scalable Figma design system adopted across teams.
- Collaborated with product and engineering to ship the FlightClub.com redesign, GOAT iOS/Android apps, and GOAT.com.

Acorns

Irvine, CA, 02/2015 to 06/2018

Product Designer

- Designed investing and banking experiences for first-time investors across iOS, Android, and web.
- Early design hire collaborating directly with founders on initial releases.
- Directed UI components, typography, and illustration across platforms.
- Built design systems with engineering for mobile and web apps.
- Conducted user research to optimize key flows and designed marketing pages to drive downloads and investment.

Education

California State University, Long Beach

Long Beach, CA, 08/2013 to 06/2016

Bachelors of Art, Design

- Concentration: Industrial Design
- Coursework: sketching, ideation, 2D/3D software and modeling
- Honors: President's Honor List (Spring 2014); Dean's List (Spring 2015)

Fullerton College

Fullerton, CA, 08/2010 to 06/2013

General Education

Areas of Expertise

- A/B Testing
- Collaboration
- Strategy
- Agentic AI Tools
- User Research
- Mentorship
- Storytelling
- Prototyping
- Project Management
- Web, Mobile and TV