

Matthew Weprin

UX & Product Design Leader

AI Products & Enterprise Platforms

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PROFESSIONAL SUMMARY

Design leader building global teams across enterprise SaaS, AI, and security. Workday portfolio includes AI Consumption, Deployment Agent, and Agent Analytics, with AI-assisted prototyping using Figma AI, Shuffle, Cursor, and Lovable. Career impact includes solutions supporting 20 million insurance members and \$40M+ in annual savings, an SAP design innovation award, and mentorship of hundreds of designers.

CORE EXPERTISE

Design leadership & team development | AI product UX | AI agents & analytics | Enterprise SaaS | Product strategy | Admin & deployment experiences | Cloud security | Information architecture | Search & conversational design | Design systems | User research | Rapid prototyping | Design Thinking

PROFESSIONAL EXPERIENCE

WORKDAY

Mar 2026 - Present

Senior Manager, UX Design | AI Experiences, Growth, Deployment & Adoption

- Lead UX teams and design managers across Admin Experience, Global Deployment & Adoption; Adaptive Planning & Decision Intelligence; and Platform Consumption & Security.
- Direct design for AI Consumption, Deployment Agent, and Agent Analytics, connecting complex AI capabilities with enterprise user and administrator needs.
- Use Figma AI, Shuffle, Cursor, and Lovable with design teams for AI-assisted exploration and prototyping, making concepts tangible for cross-functional evaluation.
- Partner with product and engineering leaders to shape strategy, prioritize design work, allocate resources, and align experiences across connected platform capabilities.

WORKDAY

Feb 2023 - May 2026

Sr Manager, UX Design | Home, IA, Navigation, Search, and Conversational Design

- Led designers and design managers responsible for Home, information architecture, navigation, search, and conversational design, integrating AI into core platform experiences.
- Shaped product strategy for the EDDG organization and aligned stakeholders around design direction, team priorities, and cross-functional dependencies.
- Developed design leaders and championed Workday's visual design system, shared standards, and collaborative design practices across platform teams.

WORKDAY

Mar 2022 - Feb 2023

Sr Manager, UX Design | Search, Conversational Design, AI Chatbot

- Led Workspace Platforms design teams delivering search, chatbots, and Slack/Microsoft Teams integrations centered on intuitive self-service.

VMWARE

Nov 2020 - Apr 2022

Senior Manager, UX Design | Cloud Management

- Led globally distributed designers, design managers, and technical writers delivering cloud management experiences for CloudHealth and Secure State.
- Partnered with product and engineering to define strategy and quarterly roadmaps, balancing customer needs with delivery priorities.
- Advanced user-centered practices and Clarity Design System adoption while coaching designers and managers within a 250+ person central design organization.

CVS HEALTH / AETNA

Nov 2019 - Feb 2021

Senior Manager, UX Design | Behavior Change

- Led multidisciplinary design teams on behavior-change experiences supporting Aetna's **20 million members** and contributing to **\$40M+ in annual cost savings**.
- Shaped experiences across web, mobile, and Apple Watch; partnered with research, product, and engineering to translate member needs into product strategy.
- Defined quarterly objectives, OKRs, and KPIs; supported hiring, design critiques, and design system contributions within a SAFe Agile environment.

CISCO

May 2019 - Apr 2020

Senior Manager, UX Design | Enterprise UX

- Built and led the design team for vManage and SD-WAN experiences; supported the transition from hardware sales to subscription-based products and solutions.
- Partnered with stakeholders on roadmap direction and collaborated with the design systems team to evolve experiences using Cisco Cohesion Design Language.

SAP

Dec 2017 - Jun 2019

Design Director, UX Design | Innovation Business Solutions

- Directed design at SAP Labs and led discovery and Design Thinking workshops for customers including NHL, Toyota, The Home Depot, and Verizon.
- Contributed to the NHL Coaching App team that earned the **2019 SAP Innovation Award for Design**; managed and mentored designers and design interns.
- Led engagements from discovery through high-fidelity prototyping, translating business requirements and user needs into interaction frameworks and workflows.

GE AEROSPACE

Mar 2017 - Mar 2018

Senior Principal, UX Design | Design Systems

- Oversaw a **global 18-member UX team**, including resource allocation, goals, and mentorship; guided research and digital strategy for aviation experiences.
- Led flight control system design and partnered across teams to apply UX principles, analytics, responsive design, and prototyping to airline challenges.

PROFESSIONAL EXPERIENCE - CONTINUED

ORACLE

Mar 2014 - Dec 2017

Principal, UX Design | Design Systems

- Led UX design and architecture for Oracle Cloud platform tools across web and mobile; designed Oracle JET JavaScript framework components and the Alta Enterprise Design System.
- Designed Chatbot Minibuilder and Visual Cloud Builder experiences, supporting conversational product creation and application development on Oracle Cloud.
- Directed persona research and competitive analysis; applied Agile design to framework components, responsive themes, prototypes, and developer demos.

IBM

Feb 2013 - Mar 2014

Principal, UX Design | Cloud Security

- Built a multidisciplinary design and development team focused on IBM Cloud security; designed identity and access management, user management, and service catalog experiences.
- Designed security services including Key Protect, Vulnerability Advisor, and the Bluemix Security Console; facilitated research and IBM Design Thinking workshops.

HP

May 2010 - Feb 2013

Principal, UX Design | Network Security

- Led UX for next-generation firewall and enterprise security products, defining information architecture, interface guidelines, and a shared UX pattern library.

FOUNDER EXPERIENCE

GIGSCHEDULE

Jul 2025 - Present

Founder, Designer & Developer

- Founded, designed, and developed a scheduling platform for studios, salons, tattoo shops, martial arts gyms, and fitness centers, from concept through implementation.
- Designed onboarding for setup in under 60 seconds and architected a multi-tenant platform with redundancy and high availability. Product: gigschedule.com.

TEACHING & MENTORSHIP

Northwestern University, Segal Design Institute | Adjunct Professor | Feb 2025 - Present

Teach human-centered design, Design Thinking, research, ideation, and iterative prototyping.

Springboard, Louisiana State University & Chegg | UX Educator / Mentor | 2019 - 2024

Mentored hundreds of designers through project reviews, portfolios, and interview preparation. **Most Requested Mentor, 2021 and 2022.**

General Assembly | User Experience Design Instructor | Feb 2014 - May 2016

Earlier experience: BST Global, Texas Instruments, Commerce One, AOL, Netscape, and Yahoo.

EDUCATION & CERTIFICATIONS

Menlo College | Bachelor's Degree, Advertising/Communications

SAFe 5 Product Management | SAP Expert Design Thinking Coach | Foundations in Design Thinking |

MadPow Behavior Change | The Neuroscience of Learning