

MATT O'DONNELL

hi@mattodonnell.design

Product Design & Research

I'm a product designer with twelve years of industry experience. I live for this work because it places me front and center within a space that empowers me to put people first when solving a problem.

Work

Takeda Pharmaceuticals | Product Design

2020 - Present - Boston, MA

Co-led research and design to build a digital companion application to support people living with Narcolepsy. I also co-lead Takeda's design thinking initiative to help grow the company's user centered design practices.

- Co-led a two month research initiative with people with Narcolepsy (PwN) to understand how their day-to-day challenges affect the quality of their lives
- Designed an early prototype for how PwN might want to interact with a mobile app when recording symptoms
- I regularly facilitate workshops with company leadership to help promote user centered design practices within the organization
- Currently working with leadership to research and strategize the 'Return to Office' initiative to help support people when they come back into the office

athenahealth | Design Lead

2019 - 2020 - Watertown, MA

Design lead within a multi-disciplinary team to redesign the interface that physicians and clinicians utilize when speaking with patients about their personal health.

- Led research and redesign of athenahealth's Social History experience which includes a content builder for internal content creators, workflow for practice administrators to build Social History templates and the physician and clinician facing interface that is utilized when speaking with patients.

Pivotal Labs | Product Designer

2016 - 2019 - Boulder, CO & London, UK

Led UX design within a multi-disciplinary team for the last three and a half years working with Fortune 500 companies. Led research projects for the oil and gas industry, military, financial service providers and two internal research initiatives within Pivotal's R&D department.

- Created an internal application for a mortgage retention department at a large financial service provider to reduce the number of systems used.

- Led a two month long design initiative with the US Military to uncover problems maintenance workers were experiencing in their scheduling and certification process.
- Led two internal research initiatives within Pivotal's R&D department to learn about the problems experienced by customers when using Pivotal's cloud platform.
- Designed an internal application with a financial service provider that enables traders and their managers to monitor their sales performance and helps motivate them towards higher, more consistent productivity.

Slice of Lime | Product Designer

2015 - 2016 - Acquired by Pivotal - Boulder, CO

Co-led design within a design pair team structure for a year before being acquired by Pivotal. Projects included working with Medtronic, Deloitte Digital, Prologis and startups.

- Led design of an integrated performance management and decision-support platform to enable users to quickly compare financial outcome scenarios.
- Co-led the research and design of an iOS app to allow users to schedule the time and location of an oil change.

Education

University of Colorado, Boulder | BDW Program

2011 - 2012 - Boulder, CO

Temple University | Fox School of Business

2001 - 2005 - Philadelphia, PA

BA Marketing

Community Building

Caffeinated Mornings | Co-Founder

2012 - 2017 - Boulder, CO

Co-founded and organized Colorado's first design oriented monthly meetup.