Matt Hanson

DESIGN LEADERSHIP | PEOPLE, PRODUCTS & SYSTEMS

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Design leader who connects emerging technologies with human needs, turns them into working products, and builds the teams and reusable systems that carry them forward.

SELECTED EXPERIENCE

Independent product leadership

2025-present

VP of Design and founding-design roles; independent building

- Evolved Heirloom into Recipebound after cookbook-making sessions exposed the value of the finished book. Directed specialist agents to encode book-design expertise into a reusable cookbook engine.
- Designed, built and shipped Silly Questions, a live multiplayer AI art game combining game design, shared state, generated questions and images, payments and deployment.
- Used working mobile prototypes and production tools to make product direction testable in VP of Design and founding-designer roles.

Meta

2017-2025

Senior Product Design Manager; earlier Art Director, Messenger

- Grew Experiences from two contingent workers to 22 people across four teams and two leadership layers. Hired complementary capabilities, developed leaders and distributed ownership to senior ICs.
- Led design across camera commerce, world-aware mobile experiences, Orion glasses and embodied AI, connecting product direction with research, engineering and partner teams.
- Led reusable, catalog-driven commerce experiences, then prepared the product and partner relationships for an intentional handoff to the London team.
- Coached designers and strengthened prototyping and research capability at FAIR. Two junior ICs earned promotions during this tenure.

Viacom

2015-2017

Director of Screen Content

- Led a metadata-driven playback system for screens across twelve networks. Other offices later adopted the program.
- Conceived the 84-inch transparent-display museum, assembled its team, and worked hands-on through the story, production system, physical prototypes and installation.

Earlier practice

2001-2015

Motion, interactive and architectural work; independent studio

- Built Puma's product configurator using layered renders and masks. At Hush, learned Unity to help build Under Armour's Shanghai installation and deployed it to run unattended for months.
- At Psyop, developed a pencil-shader pipeline and taught the team to produce a consistent look across many hands. Earlier studio work included Imaginary Forces and Buck.

Organization design | Hiring, coaching & development | Product strategy | Systems design | Technical prototyping | AI-assisted product building