Vivek Tanna

A pioneering Product Designer with experience in data and connected hardware

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Education

BFA, Graphic Design (2012–2016)

Minor: Business and Entreprenuership

Oregon State University

Awards & Patents

2021 Japan Good Design award, Best of 100

Matterport Axis

US Patent: Property Visualization based on Generative AI

Matterport

Experience

Product Design Manager, Matterport
October 2022 – Present

Matterport is a SaaS and Hardware company that allows customers to capture spaces in the real world and view a 3D model of it — whether that space be a home, a factory, or anything in between.

- Managed the mobile apps, AI and ML powered vision teams, hardware, our design system, product led growth, strategic integrations with Autodesk and Procore, and our e-commerce experience.
- Led end-to-end product design projects across our mobile apps and web experiences.
- Revamped the product design team and implemented systems for resourcing, planning, and staffing
- Designed and launched an integration with Autodesk that added $1.5M to our sales pipeline in the first 6 months

Staff Product Designer, Matterport
December 2020 – October 2022

Was the product design lead for our mobile apps and hardware.

- Only product and industrial designer for the Matterport Axis, which reduced churn by 205% and won the Japanese "Good Design award of Best 100"
- Led the product strategy and design on a mobile app redesign, increasing NPS 16 points
- Launched our Android app and three new ways of capturing (using your phone, using an Axis, and importing 360 panoramas), leading to a 77.5% increase in YoY spaces created.
- Grew and scaled our product design team from 3 to 13 while as a public company after our IPO in 2021.

Senior Product Designer, Sureify
June 2019 – December 2020

Sureify is a white-labelled, B2B2C Life Insurance Startup focusing on modernizing the life insurance space.

- Joined as second designer and 11th US based employee, and helped the company grow from two to five products, and the design team to six employees.
- Led two of our five product areas across web, mobile web, and our mobile apps.
- Helped the company raise an additional round of funding by driving zero-to-one product design
- Built a WYSIWYG configuration tool and redesigned our Acquire product, resulting in a 200% increase in conversion rate and 46% higher engagement on the quote page.

Product Designer, ITX
December 2018 – May 2019 (contract)

ITX is a digital agency based in Rochester, NY. While working at ITX, I spent 6 months working on Paychex, an industry leading payroll and HR system — specifically on their dashboard and role based user permissions.

Data + Insights Designer, eROI
June 2016 – November 2018

As a Data and Insights Designer at eROI, a Portland based digital agency, I combined exploratory data analysis and cross departmental collaboration to improve design and build more compelling experiences.