

# Vivek Tanna

## Product and Design Lead

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### Summary

Product designer with 8+ years of experience who operates like a product manager—building business cases, shifting company priorities, and owning outcomes from strategy through ship. I do my best work on zero-to-one problems where I can own the full picture.

### Experience

#### Product and Design Lead, Polycam

November 2024 – Present

Polycam is a 3D scanning app for web, iOS, and Android used by architects, engineers, and creators to capture and work with spatial data.

- Own product and design for fullstack and mobile teams—roadmapping, PRDs, pricing strategy, UXR, and PMM (positioning, in-app and email messages, analytics). Shipped work contributing to 50% ARR growth and 26% LTV increase
- Built Scenes, Polycam's first creative tool. Took it from concept to ship in two months, then led six months of iteration. Reduced exports 50%, drove 1,300% increase in unique users, became our highest performing paywalled feature
- Redesigned Object Mode around guided feedback, repurposing an ARKit primitive in a new way. Free trial graduation: 7.89% → 22%
- Shipped RBAC/enterprise access controls, AI capture, Roof Reports, multi-story capture, capture guidance, paywall system, and localization

#### Product Design Manager, Matterport

2022 – 2024

Matterport is a spatial data company (acquired by CoStar for \$1.6B in 2024) that allows customers to capture and view 3D models of real-world spaces.

- Managed mobile, AI/ML, hardware, design system, and strategic integrations. Designed and launched Autodesk integration that added \$1.5M to pipeline in six months
- Led Genesis, Matterport's AI strategy for residential real estate—created 3-year product vision, presented to board, secured alignment.

#### Staff Product Designer, Matterport

2020 – 2024

Matterport is a spatial data company (acquired by CoStar for \$1.6B in 2024) that allows customers to capture and view 3D models of real-world spaces.

- Led product and industrial design for Axis, a motorized mount that created \$15M/year revenue stream, reduced churn 205%, increased spaces per user 4.7x. Won Japan's Good
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Design Award (Best 100 of 2022)

- Identified mobile sync was costing retention. Spent six months building the business case—support data, financial models, exec presentations. Designed and shipped Cloud Sync with one engineer. 87% NPS increase
- Led mobile app redesign (+16 NPS), launched Android and three new capture modes. 77.5% YoY increase in spaces created
- Grew design team from 3 to 13 during IPO transition

## Senior Product Designer, Sureify

2019 – 2020

Sureify is a B2B2C life insurance startup focused on modernizing the life insurance space.

- Joined as second designer and 11th employee. Grew company from 2 to 5 products, design team from 2 to 6, helped raise additional funding through zero-to-one product work
- Built WYSIWYG configuration tool—carriers could customize applications in hours instead of weeks. Enabled self-service that supported Series C
- Redesigned Acquire: 200% conversion increase, 46% higher quote engagement

## Product Designer, ITX

2018 – 2019 (Contract)

Digital agency. Spent 6 months working on Paychex, an industry-leading payroll and HR system.

## Data and Insights Designer, eROI

2016 – 2018

Digital agency. Combined exploratory data analysis and cross-departmental collaboration to improve design and build more compelling top-of-funnel e-commerce experiences.

## Education

### BFA Graphic Design, Oregon State University

2012-2016

Minor in Business and Entrepreneurship

## Awards and Patents

### 2021 Japan Good Design Award, Best of 100

Matterport Axis Recognized alongside Xbox Adaptive Controller, Nissan Ariya, and Magic Leap 2

### US Patent: Property Visualization based on Generative AI

Matterport

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