

Vivek Tanna

Product and Design Lead

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I own the full product problem, not just the design layer. Most of my career has been zero-to-one work where I'm the only designer and there's no PM, or I'm acting as both. I find high-leverage problems that aren't getting attention and make the case for why they should — then design and ship the fix.

Experience

Product and Design Lead, Polycam

2024–Present

3D scanning app for web, iOS, and Android used by architects, engineers, and creators.

- Built Scenes, Polycam's first creative tool, from concept to ship in two months and then led six months of iteration. Exports dropped 50% because users stopped leaving the app, unique users went up 1,300%, and it became our highest-converting paywalled feature. Work across all my projects contributed to 50% ARR growth and a 26% LTV increase
- Redesigned object capture around guided real-time feedback by repurposing an ARKit primitive in a way it wasn't built for. Trial graduation went from 7.89% to 22%
- Shipped the paywall and pricing system that Polycam's monetization runs on, along with enterprise access controls that unlocked our largest accounts

Product Design Manager, Matterport

2022–2024

Spatial data company acquired by CoStar for \$1.6B in 2024.

- Managed design across mobile, AI/ML, hardware, design systems, and strategic integrations. The Autodesk integration I designed and launched added \$1.5M to pipeline in its first six months and opened a channel that hadn't existed before
- Led Genesis, Matterport's generative AI strategy for residential real estate. Created a 3-year product vision and presented it to the board. A year later CoStar acquired Matterport for \$1.6B, and their announcement cited AI and residential real estate as strategic priorities

Staff Product Designer, Matterport

2020–2024

- Led product and industrial design on Axis, a motorized phone mount that I took from proof of concept through ID revisions, app design, and launch in six months. It grew into a \$15M/year revenue stream with a 205% reduction in churn and 4.7x more spaces created per user, and won Japan's Good Design Award
- Identified that mobile sync was quietly costing us retention and spent six months building the case with support data, financial models, and exec presentations. Then designed and shipped Cloud Sync with one engineer, which drove an 87% NPS increase
- Led a mobile app redesign that moved NPS up 16 points and launched Android along with three new capture modes, resulting in 77.5% more spaces created year over year

Senior Product Designer, Sureify

2019–2020

Joined as the second designer and 11th employee at a B2B2C life insurance startup. Built a WYSIWYG configuration tool that let carriers customize applications in hours instead of weeks, which became a key part of the Series C story. Redesigned the core application product and saw a 200% conversion increase with 46% higher quote engagement.

Awards & Patents

Japan Good Design Award, Best 100 (2022) Axis

US Patent Property Visualization based on Generative AI

Education

BFA Graphic Design, Oregon State University

Minor in Business & Entrepreneurship