

vivek tanna

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Product judgment, design craft.

I ship work zero to one, across mobile, web, hardware, and 3D.

Experience

Product and Design Lead, Core Product • Polycam

2024 – Present

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

My work across our web, mobile, 3D platform, and AI/ML team contributed to 280% increase in ARR and a 47% increase in LTV.

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.

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

Shipped Polycam's first customer-facing AI feature — cost-estimate reports that help contractors bid from a scan instead of a site visit.

Product Design Manager • Matterport

2022 – 2024

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

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

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

Staff Product Designer • Matterport

2020–2022

Designed the interaction model for Pro3, Matterport's \$5K flagship camera — one button, a 256×256 display, and an app as one product. Switched connection from WiFi to BLE; \$13.6M year-one revenue.

Identified that mobile sync was quietly costing retention, built the case, and shipped Cloud Sync with one engineer. 87% NPS increase.

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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 180% conversion increase with 46% higher quote engagement.

Other Projects

Founder • The Lineup Is

2025–Present

thelineup.is

Sports app that scores and ranks games by how worth-watching they are, so you know what to turn on. Built and shipped solo to the App Store, full stack, including the ranking model and AI. Opinionated by design: it makes the call most sports apps won't.

Awards and Patents

Japan Good Design Award, Best 100 (2022) • Matterport Axis

US Patent • System and methods for furnishing digital spaces based on Generative AI

Let's chat!

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