

Matt Sharpe

Strategic End-to-End Designer and Leader who simplifies complex problems in complex organizations. I love creating, coaching, and leading collaborative teams at the intersection of design, business, and technology.

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EXPERIENCE

CAPITAL ONE BANK — *Director, Business “Beyond the Card”*

NOVEMBER 2021 - PRESENT

- + Design leader across zero-to-one, maturing and scaling products, and optimizing scaled digital products for the enterprise. Collaborate cross-functionally to define long term objectives, priorities, and design strategy from market analysis, research, workshops, concept designs, testing, and experience maps
- + Designed and launched a Card Accept AI capability to convert spend to card for small businesses leading to \$30B+ in potential submitted spend since launch in February 2024.
- + Drove a redesign of the business home experience including facilitating a 5 year vision and operationalizing into a concrete roadmap with partners. The first release drove 5x-14x increased engagement with key features and led to adoption across all of Capital One.
- + Optimized the Accounts Payable Experience through a series of UX enhancements and feature launches in 2024 leading to a 4X increase in purchase volume and \$239M in last quarter PVOL with a UXUM-lite score of 85+.
- + Guided design teams through “must have” capability in Expense Management from pilot to full scale launch with a 22% MoM growth and 12.6% YoY spend lift (March 2025) and FastCo Innovation nomination at Capital One.
- + Lead E2E experience strategy for Commercial Card Products with over \$10B yearly purchase volume
- + Restarted and lead Capital One’s Design Strategy Community of Practice with a reach of more than 250 designers

EDUCATION

Carnegie Mellon University

Master’s of HCI

Naval Postgraduate School

MBA, Strategy and

Organizational change

Virginia Military Institute BS,

Computer Science

Rutgers University

Level 2 ICF Executive Coaching

UX/UI DESIGN SKILLS

Empathy interviews, Service Design, Wireflows and Process Models, Storyboarding and wireframing, Concept Validation, Usability Testing, Segmentation, Mixed Methods, Data Synthesis

PRODUCT / LEADERSHIP

Product Strategy, Hiring and benchmarking, Coaching, Project plans, Prioritization and Scoping, OKRs, Postmortems / Retrospectives

AWARDS

NASA Exceptional Achievement Medal (2014)

Altercall.AI — *Strategic Product and Design Advisor*

MARCH 2024 - PRESENT

- + Supporting CEO Ryan Blair to advise and review the product and design direction to build an B2B AI-driven platform that accelerates personal growth and improves company culture.

CAPITAL ONE BANK — Senior Manager of Design, B2B Payments and Identity

SEPTEMBER 2019 - NOVEMBER 2021

- + Lead E2E design teams across Commercial Banking Platforms and B2B Payments
- + Established and maintained a resilient culture alongside B2B Design Leadership to grow our team from 20+ to 45+ in 2021
- + Lead research in Automated Receivables to refine product strikezone for fintech partnership, shifting the business towards a “test and learn” model after leveraging user highlight reels to build empathy with senior stakeholders
- + Lead Identity teams to redesign multi-factor authentication, user enrollment, personal settings, and strategic approach to enterprise partnership collaborating with cyber, product, tech, brand, communications, and legal.

NASA — Assistant Chief, Human-Systems Integration Division

OCTOBER 2015 - AUGUST 2019

- + Directly managed multiple portfolios totaling over \$30M in funding with a team of 50, directly responsible for data and integration for Human Spaceflight (i.e. Artemis program).
- + Established strategic goals, project resource alignment, budget, written agreements, and prioritization with cross-functional stakeholders at executive levels across human spaceflight, Mars Rovers, R&D programs including AI, AR/VR and Machine Learning
- + Lead the largest digital transformation effort at NASA managing day-to-day operations of the HCI Group including ~60 internally developed web applications and API-driven data integrations across NASA’s mission communities.

NASA — Human Computer Interaction (HCI) Group Lead

OCTOBER 2013 - MARCH 2017 - Yes, I lead NASA’s HCI group.

NASA — Deputy Manager of Information Systems, Human Exploration Systems

MARCH 2013 - JULY 2016

NASA — Team Lead, Mission Assurance Systems, HCI Group

APRIL 2009 - FEBRUARY 2013

NASA — *Interaction Designer / User Researcher*

NOVEMBER 2007 - APRIL 2009

[TACIT.io](#) — *Member, Board of Advisors*

AUGUST 2018 - AUGUST 2020 - Early stage start up targeted at SaaS AI for industrial applications

GREY RALLY — *Director of Product Design*

JANUARY 2018 - AUGUST 2019 - Brown University project aimed to bring a Dark Web, zero-day exploit marketplace to the masses.

SAIC — *Software Engineer I and II*

MAY 2004 - NOVEMBER 2007