

MATTHEW CHRISTIAN

Product Design

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SUMMARY

I'm a Product Designer with 8+ years of experience designing and scaling complex digital products, currently working in crypto at OKX. I specialise in 0→1 and growth-stage products where trust, risk, and usability intersect, designing experiences people are confident committing real money to, while aligning closely with clear business and growth objectives.

My current work spans structured financial products, and institutional products, with a focus on simplifying complexity, aligning user needs with business outcomes, and partnering closely with product and engineering teams to ship scalable, high-impact products.

EXPERIENCE

Sr Product Designer | OKX | Jul 2024 - Present

- Lead product design for Structured Financial Products and Institutional Products, owning end-to-end experiences across retail and institutional trading, yield, and lending workflows.
- Owned the 0→1 design and launch of BTC Yield+, a structured yield product for BTC holders, scaling to USD 523M+ AUM, ~4,000 active users, and 112 daily active traders, while designing flows that balanced yield attractiveness, risk clarity, and long-term user trust.
- Lead ongoing design for Dual Investment (Retail SFP), supporting a product with USD 407M+ AUM, ~7,300 users, and USD 71M+ trading volume, delivering multiple feature iterations including VIP tiers, perks, early redemption, and risk-off / take-profit enhancements.
- Designed and enhanced Advanced RFQ and Simple RFQ workflows for institutional users, supporting USD 38M+ monthly traded volume, simplifying single-leg execution flows, and improving usability, pricing clarity, and execution confidence for block trades.
- Led design for Institutional Loans and the Risk Unit Portal, launching digital loan application flows and tools for creating, tracking, and managing risk units, supporting both onboarding and ongoing risk monitoring for institutional clients.
- Drove consistency and scalability across products by advocating for shared interaction patterns, clearer information architecture, and reuse of design system components, while identifying and addressing gaps between web and app experiences that caused unnecessary relearning.

User Experience Lead | Insurance Australia Group | Aug 2022 - Nov 2023

- Lead and grew the innovation lab's UX team from 1 to 5 designers, cultivating a culture of innovation, experimentation, and collaboration, which has led to enhanced creativity and productivity within the team.
- Manages the lab's UX portfolio, ensuring user needs and design strategies align with overarching business objectives and timelines.
- Implemented enhanced workflows and a two-week Design Sprint Cadence for the lab's annual accelerator program, focusing on the delivery of impactful solutions within allocated timelines.
- Developed a scalable white-label design system, achieving a 40% increase in design efficiency which significantly reduced cross-team design inconsistencies and enhanced brand adaptability across various digital platforms.
- Running AI-assisted design workflows experiments, which has led to a reduction in design time by ~25%. This approach not only expedited our design processes but also enhanced the precision and creativity of our design outputs.

Experience Strategy Consultant | Accenture | Nov 2019 - Aug 2022

- Led two design pods encompassing 5 designers, focusing on streamlining onboarding, KYC (Know Your Customer), and payment processes for Mandiri Livin' (retail banking app) that has achieved over 10 million Playstore downloads and a 4-star rating.
- Led a team of 6 designers to overhaul public service interfaces, combining data-driven research, stakeholder collaboration, and user-centered design principles. This approach led to the development of intuitive user interfaces and information architecture, significantly enhancing public service accessibility and aligning with both user satisfaction and business objectives.
- Led a collaborative effort with the product team to innovate an offshore logistics business model, integrating qualitative and quantitative research, stakeholder engagement, and user-centered design. This initiative resulted in the creation of a seamless, intuitive user interface and information architecture, directly supporting strategic business objectives and enhancing user experience.

CoP Behavioural Design APAC Lead | Accenture | Mar 2021 - Mar 2022

- Advocated for behavioral design across APAC, raising its profile and adoption.
- Organised and facilitated workshops, enhancing community engagement.
- Propelled membership growth, registering a 5x surge in half a year.

Experience Design Analyst | Accenture | May 2018 - Nov 2019

- Conceptualised and implemented a payment wizard for UOB Infinity (business banking solution), significantly enhancing user satisfaction and adoption, underpinning the mobile app's achievement of 50K Playstore downloads.
- Planned and facilitated Discovery Workshops, User Interviews, and Usability Tests, uncovering invaluable insights that drove user-centric design solutions, markedly ameliorating product usability and user satisfaction while adeptly meeting business objectives.
- Instituted a regular feedback loop with stakeholders, ensuring all design solutions met both business and user requisites, fostering a harmonized alignment towards project goals.

Designer (2D & 3D) | Filtr Pte Ltd | Mar 2017 - May 2018

- Pioneered the conception and development of key visuals for two globally acclaimed travel retail campaigns for Rémy Cointreau Group and Mondelez International, garnering significant brand engagement and elevating client satisfaction.

EDUCATION

2015 - 2012 — Northumbria University, Arts, Design, and Social Sciences
BA (HONS) Design For Industry (Second Upper)
United Kingdom

2009 - 2007 — Raffles Design Institute, Department of 3D
Advanced Diploma in Product Design
Singapore