

Matthew Lawson

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Professional Summary

Senior Product Designer with 7+ years of experience across enterprise, fintech, and consumer products, currently at the forefront of agentic AI design at Microsoft. Selected by senior leadership for high-impact initiatives including envisioning Agent 365, a new Microsoft product announced at Ignite 2025. Known for translating complex AI systems into intuitive, measurable user experiences.

Work History

Product Designer | Microsoft — Copilot Studio *Dec 2021 – Present*

- Selected by senior leadership to envision Agent 365, a new Microsoft product and business line announced at Microsoft Ignite (Nov 2025) and GA'd May 2026
- Vibe coded key components of Copilot Studio prototype that secured a senior leadership demo and greenlit the full production redesign
- Leading Skills capability implementation across 3 product teams (Copilot Studio, Agent Builder, M365), bringing Anthropic's industry-standard agentic AI framework to Microsoft's platform
- Led design for Knowledge within Copilot Studio's Large Language Model (LLM) and generative AI agent builder. Increasing knowledge addition success rate by 34%
- Led redesign of the Copilot Studio homepage, improving discoverability and increasing NL create by 27%
- Redesigned Microsoft Learn onboarding, increasing rate of onboarded users from 3% to 32%
- Led gamification for Microsoft Learn module completion which led to +7% click-through, -14% bounce rate, +67% social sharing
- Led cross-functional design for the Connected Experience feature in Docs, increasing recommended content engagement by 200% and generating 118k new entries in the first 30 days

Sr. Product Design Lead (Contract) | JP Morgan Chase via Alined *Nov 2023 – Dec 2024*

- Led design effort to facilitate the migration of 800,000+ First Republic Bank customers into Chase Bank
- Developed interactive prototypes for early-stage product testing, enabling rapid feedback from stakeholders and end users
- Created custom analytics dashboards for senior leadership and JPM stakeholders
- Partnered closely with PM and engineering teams to ensure seamless delivery and design-to-dev alignment

Product Designer (Contract) | Quest Diagnostics via TekSystems *Apr 2021 – Dec 2021*

- Collaborated with PM and engineering to design and launch the Quest Diagnostics iOS app, which holds a 4.7 App Store rating across 440,000+ reviews
- Applied data-driven design approaches to build solutions catering to diverse patient and provider needs

UX/UI Designer | Photon Infotech *Dec 2019 – Apr 2021*

- Redesigned MetLife's iOS and Android apps in collaboration with stakeholders, lifting App Store rating from 2.8 to 4.3 stars
- Led design for a new Toyota Financial line of business including a payments dashboard, developer portal, and marketing site
- Improved accessibility standards for MetLife's patient and provider portals
- Collaborated with PM and engineering teams from Esso to update mobile and web app designs
- Led a team of junior designers on the Kay Jewelers mobile marketing campaign

Skills

AI & Emerging Tech: Generative AI, Large Language Models (LLMs), AI Agent Builders, Agentic Frameworks, Microsoft Copilot Studio, Vibe Coding, Rapid Prototyping

Design: Product Design, User Interface (UI) Design, Visual Design, Information Architecture, Design Systems, Design Thinking, Interaction Design

UX: User Experience (UX) Design, Wireframing, Prototyping, Usability Testing, UX Writing, Accessibility (WCAG 2.1), User Research

Tools: Figma, Adobe Creative Suite, HTML, CSS

Collaboration: Cross-functional Leadership, Stakeholder Management, Agile, Scrum, Design-to-Dev Handoff, Executive Presentations

Education

Associate of Applied Science, Interactive Media

Columbus State Community College, Columbus, OH | 2019