

# Charron Matthews

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Boston, MA

## EDUCATION

**Bachelor of Arts English & Textual Studies | 2011**  
*Syracuse University, New York*

## EXPERIENCE

### **Klaviyo | Product Designer | 2024-2025**

*Designed core platform experiences at Klaviyo across multiple teams*

- Led design initiatives across core platform areas, including Settings, Campaigns, Messaging, Forms, Lists & Segments, Integrations, and infrastructure, delivering scalable, intuitive experiences in close collaboration with cross-functional partners
- Drove future-focused design initiatives through rapid prototyping and provided coaching to designers, shaping long-term product vision, and promoting consistency across applications

### **NerdWallet | Senior Product Designer | 2020-2024**

*Led design initiatives across Credit Cards, Mortgages, Investing, and Insurance*

- Led end-to-end design of financial product comparison tools across verticals, including credit cards, mortgages, investing, banking, and insurance
- Championed user-centered design to enhance product discovery, partnering cross-functionally on experiences like Articles, Roundups, and performance marketing tools

### **HubSpot | Product Designer | 2019-2020**

*Designed for the CRM Setup experience*

- Designed user interface experiences for our CRM's data object, component property, and data import experiences
- Partnered with product teams, insights, and other user data sources to inform decision-making and align around outcomes

### **Wayfair | Product Designer | 2017-2019**

*Led design initiatives across Catalog Systems, Internal Tools, and Talent Management*

- Designed Wayfair's homegrown merchandising software, partnering with 5 product scrums and various business teams
- Led the end-to-end design process for Agile PT, Homebase Design System, and various initiatives for Merchandising

### **Match Education | Product Manager | 2016-2017**

*Drove the usage of our Fishtank Learning curriculum*

- Managed the marketing design and user experience for curriculum uploads, collaborating with a Python engineer and partnering with state and local education departments to promote our products
- Utilized tools such as CMS and design prototyping applications, including Sketch and Canva

## OTHER EXPERIENCE

### **Education Policy | Startups | Leadership**

- Montclair Sports, Lead Designer (2025-Present)
- Coral by Otterfest (Family Care Brand), Co-Founder (2024-Present)
- Trencher Design, Consultant (2015-Present)
- EdPipe School Fund, Board Member (2015-Present)
- Leadership for Educational Equity (2015-2016)
- Democracy Prep Public Schools via Democracy Builders Fund, Project Manager (2013-2015)
- Teach for America NY, Teacher (2011-2013)

## HOBBIES & INTEREST

Entrepreneurship | Investing | Sports (Golf, Basketball, Tennis) | E-Sports (FIFA) | Cooking | Learning