

Matt Wilkinson

Design Manager and Product Leader

20 years helping cross-functional teams shape meaningful, human-centred products. Now rethinking how they get made, using AI to close the gap between vision and reality.

Approach

- Design as a partner in product strategy
- Favour prototypes over opinions
- Grow designers into independent operators
- Raise the bar on product thinking, not just design

Education

City Varsity

Diploma: Design & Visual Communication
2001-2002

University of Cape Town

Bachelor of Arts:
History & Sociology
1998-2000

Courses

Architecting the Future
Heartstyles
LeadMe

Contact

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Recent experience

Finley & co. Retail Jun 2025 - present . 1yr 3mos

Co-Founder

Family-run side hustle. We're a retail brand from Cape Town. Designs by our kids, worn by everyone.

Yoco Fintech May 2024 - present . 2yrs 4mos

Design Manager & Tribe Lead (Seller Experience)

I partner with my product and engineering peers to shape what we build across our POS software and hardware making sure we deliver high quality solutions to our merchants' problems.

OfferZen Marketplace May 2019 - Apr 2024 . 5yrs

- **Head of Product Design** (1yr 2mos)
Led the product design function across the marketplace - hiring, coaching, and setting standards for craft and impact.
- **Design Manager - Marketplace** (1yr 7mos)
- **Product Designer** (2yrs 6mos)

Absa Financial Services Oct 2016 - Apr 2019 . 2yrs 7mos

- **Design Director** (2yrs 1mo)
I led a team of designers and frontend developers working on digital products for Retail & Business Banking namely a new online banking experience launched in September 2019
- **User Experience Designer** (6mos)

Earlier work

takealot e-commerce Apr 2014 - Oct 2016 . 2yrs 7mos

- **User Experience Designer** (10mos)
- **Head of Design** (1yr 10mos)

Quirk (Mirum) Digital Agency

Digital Designer / Art Director . Apr 2010 - Mar 2014 . 4 yrs

Bottomline Interactive Digital Agency

Digital Designer . Nov 2008 - Apr 2010 . 1yr 6mos

Prolimit Water-sport Brand

Design Lead . Nov 2004 - Oct 2007 . 3yrs

Generator (HelloComputer) Digital Agency

Digital Designer . Dec 2002 - Nov 2004 . 2yrs