Matt Bush

Principal Product Designer

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Experience

Blueprint

Principal Product Designer
2025–present

- Lead major initiatives across Blueprint's platform, from strategy and research through to shipped production code.
- Led product and design for self-serve growth, defining how the team chose, ran and judged experiments on the path from signup to paying customer.
- Extended the AI from one client per session to couples, families and groups, designing how it writes a correct, separately billable note for everyone in the room, and shipping production code.
- Shaped how designers and engineers build with AI coding agents: co-led the front-end and design system group and replaced untested agent instructions with documentation tied to the live product.

Olo

Associate Director, Product Design
2024–2025
Staff Product Designer
2023

- Led product design for the enterprise platform behind 700+ restaurant brands, unifying legacy, modern and acquired products; new-brand onboarding went from two weeks to instant.
- Led a team of three designers and two engineers that owned the design system and shared design language across Olo's products.

Tock

Senior Product Designer
2020–2023

- Owned design for launching Tock's wine shop, an entirely new marketplace, and led design across parts of the reservations and ordering platform.
- Designed the item library behind restaurants' pivot to takeout, carrying the work through hypergrowth and the 2021 Squarespace acquisition.

Provi

Director of Product & Design
2018–2020
Director of Design
2017

- Led product and design for a B2B beverage marketplace from product-market fit to thousands of customers, replacing fax-and-phone ordering that took days with online ordering that took minutes; distributor tools drove 25%+ order volume.

Trunk Club

Product Designer & Engineer
2013–2017

- Designed and built consumer and stylist products from startup through the Nordstrom acquisition, including conversational onboarding that shortened time to first trunk.

Earlier 2011–2013 — Razorfish, SNWorks, RHS Marketing Communications

Education 2013 — BA, Digital & Technical Writing (design specialization), Michigan State University