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Matt Jarvis
Design Director · Product & Experience

Design Director with 17+ years leading design strategy, scaling teams, and driving measurable outcomes on platforms serving 500M+ users.

My last 18 months at Jio have gone into voice-first AI for India: twelve languages at parity, and a Bharat audience with no established playbook. That work produced an architecture for proactive assistance, for holding trust when the system is uncertain, and for interfaces that work for people with low digital literacy and no habit of typing.

Health is where I want to apply it next.

Experience

Reliance Jio - London & Mumbai
Design Director 2022 - Current

Leading experience strategy and the design operating model across Jio's consumer platforms and its AI products.

JioBharatIQ - Voice-first AI assistant for India

- Founding designer. Led design 0→1 from Friends & Family through Beta to General Availability, scaling the team from 1 to 5 as JBIQ grew into a 150+ person product organisation.
- Scope at Beta: 12 verticals live, 20+ experiences shipped, 12 languages in production, 10+ partners onboarded.
- Defined the response architecture, multi-modal interaction patterns and multilingual experience model used across the assistant.
- Built the patterns for sensitive moments: how the assistant behaves when it is uncertain, when it cannot complete a task, and when the subject matter carries consequence for the user.

Broader Jio portfolio

- **MyJio** – owned UX-led growth work, lifting ARPU 15% (₹208 → ₹240) in six months.
- **JioCloud** – led end-to-end design and launch, 0→1.
- **Jio Offers Store** – defined MVP scope and long-term growth strategy through to launch.
- **Watch Party** – launched real-time social viewing across TV and Android.
- Established design systems, governance and team structures across multiple product pods.

Red Badger - London
Principal Product Designer 2019 - 2022

Partnered with enterprise and scale-up clients to deliver complex digital transformations across finance, education, and regulated industries.

- Led design for the **London Metal Exchange** real-time market monitoring platform, working inside a regulated trading environment.
- Designed an **EdTech** MVP that secured **£1M in seed funding**
- Embedded and scaled internal design capability for clients, transitioning ownership in-house
- Facilitated **executive workshops** aligning business strategy, technology, and user needs

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Ostmodern - London
Lead Product Designer 2017 - 2019

Led product and experience design for large-scale OTT, sports, and entertainment platforms across mobile, web, and TV

- **F1TV** - Led design direction for the global motorsport streaming platform across TV, mobile, tablet, and web. Introduced multi-camera viewing and live data overlays, with usability testing across Europe and Asia.
- **Hayu (NBCUniversal)** - Led design for the reality TV streaming platform, redesigning home and "Continue Watching" flows around binge-viewing behaviour, and shipping a lean design system across Web, iOS, and Android.
- **Arsenal FC** - Led the redesign of the official club app, expanding engagement beyond match-day spikes through a personalised fan-week feed of highlights, stats, and news. 30% increase in mid-week usage.
- **Premier League** - Led design for the league's global digital experience, including dynamic match centres with live stats, commentary, and personalised content. Built a high-fidelity Match Day prototype used to demo the platform to investors and partners.
- Contributed to shared design systems and reusable interaction patterns across client engagements; mentored designers across the studio.

Earlier Career (Selected)

Entertainment - Virgin Voyages, Ministry of Sound
Finance & Telecom - Barclays, EE
Publishing & Brand - The Sunday Times, Canon
Fashion & Commerce - Lacoste, Berghaus, Speedo

Leadership & Expertise

AI & Conversational Design · Voice-First Product · Trust & Sensitive-Moment Design · Accessibility at Scale · Design Strategy · Team Scaling · Design Systems · Service Design · Executive Partnership