

# Matt Legrand

+1-617-851-3370   matt@legrand.design   [legrand.design](https://legrand.design)   [LinkedIn](#)

Product design leader & hands-on builder with a decade leading AI-native tools, developer platforms, and design systems. Scaled startups from stealth to ARR, led teams from seed to acquisition, and shipped defining tools at the intersection of UX, intelligence, and code.

## Experience

### GitHub

*Staff Product Designer, Jan 2025 - Now*

The world's largest developer platform and home of open source.

- Designing and building core AI and agentic automation across workflows.

### Augment Code

*Head of Design, Jun 2024 - Jan 2025*

Developer agent powered by a context engine for large codebases and teams.

- Created Augment MVP as Founding Designer, productizing context engine capabilities and transforming a research prototype into a product-led growth platform.
- Led product design for [Augment Agent](#), transforming the product workflow from pair programming to fully automated software creation; solving fundamental workspace ergonomics and driving running ARR from \$0 to \$10M in 6 months.
- Created Augment's product design system by translating Radix UI from React to Svelte, solving challenges in VSCode theme support and accelerating frontend iteration ~4x.
- Hired & managed product design team (headcount: 9) consisting of hybrid design-engineers and UX research.

### Replit

*Staff Product Designer, Jun 2023 - Jun 2024*

Full-stack cloud development platform with a collaborative IDE and 0-1 software creation agent.

- Defined the interaction model for [Replit AI](#), shaping how users manage context, intent, and model behavior across the IDE. Introduced UX primitives that clarified agent state, reduced failure cases, and made LLM interaction legible to developers.
- Designed and launched [Teams](#) and [Projects](#), improving collaboration and shared code workflows; increased active team usage and retention among education and startup users.
- Created the [Dependencies](#) configuration tool, replacing low-level VM config with a visual interface for managing runtimes, packagers, and language servers; eliminating a top cause of deployment failure and customer churn.

- Built the [Replit Figma Plugin](#), allowing designers to export any frame into a fully deployable React app; bridging the gap between design and production with one-click workflow.

## Apartment Therapy Media

*Head of Product Design and UX, Oct 2020 - Jun 2023*

Multibrand lifestyle publisher (Apartment Therapy, Kitchn, Cubby, Bazaar) reaching 541M+ monthly viewers. Focused on retention, engagement, and content-tool UX.

- Drove user loyalty and retention by creating account-driven features and registered tools that significantly increased repeat visits and monetization.
- Designed Recipe Box for Kitchn, enabling users to save, organize, and share recipes—achieved 52% MoM new user adoption and 7.3× revenue per registered user.
- Improved user engagement through top-of-post UX redesigns, increasing in-page action rates by 8%.
- Introduced an Agile UX research framework, integrating discovery, validation, and outcome tracking into the product lifecycle.

## Bubble

*Head of Design, Jun 2019 - Oct 2020*

No-code platform for building fully functional web apps without code; widely used by startups, creators, and businesses. Raised \$100M+ Series A.

- Built Bubble's core editor, design system, template marketplace, and frontend components.
- Owned feature priorities & strategy to achieve financial and user growth goals, gaining 226% paying users and \$1.83M greater ARR over 12 months.
- Led a cross-functional team (design, engineering, PM) to ship major product features including responsive design tools, version control, and Figma import.
- Designed, built, and deployed core product website ([bubble.com](https://bubble.com)) to 1.5M+ users.

## Common Sensing

*Cofounder, Director of Design, Sep 2014 - Jun 2019*

Smart hardware/software platform for injectable medicine adherence. Acquired by [Bigfoot Biomedical](#).

- Invented and patented the Gocap smart cap's industrial design and UX ([US10255991B2](#)), bringing a novel smart hardware device from concept to market.
- Designed FDA-approved apps (iOS, Android, web) used by patients and healthcare providers to visualize dosing data and manage care plans.
- Pioneered data visualizations for ML models to infer insulin dose amounts and recommend treatment adjustments; ensuring high accuracy in variable at-home usage contexts.
- Led human factors validation and usability testing (200+ participants), contributing to a successful FDA submission.
- Led the product/UX team from seed to post-Series A.

## IDEO

*User Experience Designer, 2013 - 2014*

- Developed design solutions for physical and digital products, ranging from digital health and education platforms to heads-up displays for cars.

## Genuine Interactive

*User Experience Architect, 2011 - 2013*

- Drove the creative and user experience strategies as the lead UX designer for clients like the Museum of Fine Arts, MIT, Harvard Business School, Atrius Health.

## Other Projects

### [draw.cafe](#)

2025

Performant sketching and wireframe generation in the browser; Excalidraw killer?

### [0-1.sh](#)

2024

A canvas-style AI app builder with multi-model & language options.

### [Solutionism](#)

2013

Award-winning documentary on design as a catalyst for change; Cannes Court Métrage Selection.

## Skills

### Languages

TypeScript, JavaScript, Python, Nix, English, French

### Tools & Platforms

Replit, Cursor, Firebase, Supabase, Docker, Vercel, Git, Postman, Xcode, Figma, Adobe CC, Cinema 4D, React, Svelte, Radix, Tailwind, Framer, Autodesk, SolidWorks

### Domains

UX/UI Design, AI & Agentic Interfaces, Developer Platforms, Industrial Design, Cloud Dev, ML/LLMs, Human Factors, 2D/3D Visualization

### Leadership

Team Management, Hiring, Marketing, Agile, Business Development, Product Management, Quality Systems, ISO 9241, ISO 13485, Content, Growth, OKRs, PR, Public Speaking