Matt Collins

Designer | Entrepreneur | Engineer

mattcollins.io basenotes.io

Skills

Tools

Figma
iMovie
SolidWorks
Claude
Grok
Notion

Methods

0 to 1
UX/UI Design
Prompt Engineering
Design Sprint Methodology
Feature Prioritization
Rapid Prototyping
User Testing
Marketing

Education

Systems Design Engineering

Class of 2024, University of Waterloo
Motorola Engineering Scholarship
UW President's Scholarship

Relevant Courses

Foundations of Venture Creation
Design Process & Prototyping
Human Factors in Design
Data Structures and Algorithms
Dynamic Systems Modelling

Projects

Capstone FYDP

A simplified VR controller for elderly users to reduce strain of VR sessions.

Bombr

A digital open-mic comedy platform designed for comics to test out new material and grow their online fanbase.

Interests

Podcasts
Comedy
Electric Guitar
Writing

Experience

Basenotes — **Founder**
Sep 2025 - PRESENT

Building the Basenotes Notebook (iOS App)

ReBlink Studios — **Product Manager**
Sep 2024 - Sep 2025

Managed a video game studio. Defined the product roadmap.
Wrote backlog for 4 developers and 3 artists.

Built a custom project management system in Notion.
Worked closely with game design and UX/UI to unblock production.

Designed product onboarding with a simplified UX for all user types.
Led relations with third-party contractors - analytics and marketing.
Provided stakeholders with concise weekly reports.

Nicoya Lifesciences — **Product Manager**
May 2023 - Aug 2023 | Sep 2023 - Dec 2023

Led product design for the 100+ employee company.
Pitched and executed the creation of a new feature set for product 'Alto': a digital SPR biotech instrument. Interviewed users, identified key pain points. Translated the initiative into a repeatable process.

Bombardier — **Project Operations Manager**
Sep 2022 - Dec 2022

Oversaw project operations of the Global 5/6 fleet of private jets.
Created dynamic dashboards using PowerBI to aid decision making.

Moves Financial — **Product Manager**
Jan 2022 - Apr 2022

Shipped features for the 'banking for gig workers' Fintech app.
Pitched concepts using Figma. Contributed to product strategy.

16 Bit Inc. — **Product Designer**
Jun 2021 - Sep 2021

Worked with a team of Radiologists to create 'Rho', an AI powered SaMD tool to detect Osteoporosis. Led product team meetings, prototyped high-fidelity UI and conducted UX research.

Altium — **ML Developer**
Sep 2020 - Dec 2020

Programmed AI object detection systems on lightweight PCBs using Python, OpenCV and TensorFlow YOLOv4. Optimized system to detect traffic lights, stop signs, cars with >92% accuracy in real-time.

Jasper PIM — **Full-Stack + UX/UI**
Jan 2020 - Apr 2020

Spearheaded prototyping of an E-commerce app, presented final designs to stakeholders. Coded using Full-Stack MVC architecture.