

# Matt Jones

Multidisciplinary design leader with a broad range of experience delivering both digital and physical products and services since 1995.

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## EXPERIENCE

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- 2025** ✕ **Head of Brand & Design, ICEYE**  
Leading brand, product and experience design for the world's largest operator of synthetic-aperture-radar satellites.
- 2024–25** **Head of Design — AI, Miro**  
Shaping the AI design direction for the visual collaboration platform.
- 2022–24** **Head of Design, Lunar Energy**  
Directing (and doing) design across brand identity, hardware, software and services for this clean-energy startup. Won iF Design Awards for product and UX in 2023; shortlisted for the Fast Company Innovation by Design Awards 2024.
- 2020–25** **Curatorial Committee, The Design Museum, London**  
Working with a committee of designers, educators and experts on the curatorial programme of the world's leading museum of contemporary design.
- 2018–22** **Principal Designer, Google Research**  
Bringing human-centred personal AI to Google products, especially hardware devices.
- 2016–18** **Design Director, Google Research**  
Working primarily on the expression of on-device intelligence in product.
- 2013–16** **Interaction Design Director, Google Creative Lab**  
Multidisciplinary work across new and existing Google products including Google Wifi, Project Sunroof and Google Expeditions.
- 2009–13** **Principal / Partner, BERG**  
Leading client work and product invention for projects with Google, Intel, Bonnier, BBC, Nespresso, Channel 4 and others.
- 2007–09** **Co-Founder / Design Director, Dopplr**  
A short-lived but innovative social network for frequent travellers, acquired by Nokia.
- 2003–07** **UX Design Director, Nokia**  
Working on advanced concepts, future trends and the Nseries product line of smartphones.
- 2001–03** **Information Architect, BBC**  
Working on overall service design for bbc.co.uk, navigation principles and the BBC's first search engine.
- 2000–01** **UX Consulting, Independent**  
Contract work for KPMG, Hutchison 3G, Aviva and Accenture.
- 1999–2000** **Creative Director, Sapient**  
Leading client work mainly in e-commerce for Homebase, Norwich Union and T-Mobile, and helping build the London UX team.

- 1997–99      **Creative Director, BBC News Online**  
Built and led the design team that launched the first BBC News website in November 1997.
- 1995–97      **Production Manager / Designer, LineOne**  
Worked on the initial digital version of The Times / Sunday Times.

## AWARDS

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- iF Design Award 2023 — Product: Lunar System Home Battery  
iF Design Award 2023 — UX: Lunar System Companion App  
Fast Company Innovation by Design 2024 — shortlist (Lunar Energy)  
Fast Company World's 50 Most Innovative Companies 2012 — BERG, #44

## PATENTS

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Named inventor on seven patents and applications, mostly from a decade of work on ambient and on-device AI at Google, plus an earlier BERG/Intel collaboration.

**Using simple masks for online expression**

Pending · Google · WO2023003575A2

**Systems and methods for control of an acoustic environment**

Granted 2024 · Google · US12067331B2

**Systems and methods for generating audio presentations**

Pending · Google · US20230156401A1

**Sensor based semantic object generation**

Granted 2022 · Google · US11289084B2

**System and method for providing an artificial intelligence control surface**

Granted 2025 · Google · US20220291789A1

**Systems and methods for interacting and interfacing with an artificial intelligence system**

Granted 2022 · Google · US11500477B2

**Detection of user activities by a portable device**

Published 2013 · Intel · WO2013055380A1

## RECOGNITION

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Work I've been part of has been exhibited at the V&A and MoMA, and featured in the FT, Fast Company, Wired and — somewhat improbably — Marvel Comics.