

# Matthew Potter.

Design & Innovation Leader — Los Angeles

CONTACT

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## Introduction

*18+ years building and shipping multidisciplinary experiences—brand systems, product ecosystems, and future-state concepts—from early R&D through global production.*

At BMW Group Designworks, I lead the interaction design practice, directing cross-functional teams of up to 50 across design, engineering, software, and fabrication. Five U.S. patents in adaptive interfaces and vehicle interaction design. Work recognized by Red Dot (Best of the Best), iF Design, Fast Company World Changing Ideas, and the Design Management Institute.

## 01 EXPERIENCE

### Director, Interaction Design — *BMW Group Designworks*

2019–PRESENT

Lead the interaction design practice at Designworks—a 12-person team, currently expanding to 15—responsible for approximately \$8M in annual client engagements. Set creative vision across BMW Group brands and external clients, directing cross-functional project teams of up to 50 from early-stage R&D through global production, and driving new business through pitches and technology strategy for C-suite stakeholders.

- **BMW M Digital Brand Identity.** Created the first fully differentiated digital interface for BMW M, a complete brand language including custom instrument cluster, track mode, motion design system, and physical/digital harmonization strategy. Now shipping in every M vehicle worldwide.
- **AI Innovation Program.** Founded and lead Designworks' AI program: a platform automating the development of AI-powered in-vehicle experiences; occupant-state sensing combining vision models (mood, fatigue, attention) with cabin sensors to adapt the environment for wellbeing; and generative tools trained on designers' individual sketch styles, enabling sketch-to-3D visualization at concept stage. Built the evaluation frameworks, knowledge pipelines, and compute infrastructure that drove adoption across global studios, establishing the team as the innovation benchmark within BMW Group's design network.
- **City of Los Angeles Transit Amenities.** Led experience strategy, UX, technology, and product design for 1,000+ smart bus shelters preparing for the 2028 Olympics. Defined rider interactions, hardware architecture, CMS, visual brand language, and companion mobile app.  
**FAST CO WORLD CHANGING IDEAS 2025** **DMI DESIGN VALUE AWARD 2025**
- **BMW i Interaction EASE (CES 2020).** Directed a global team of 50 to envision on-demand autonomous mobility—vehicle interiors without steering wheels for passengers who don't own the car. **IF DESIGN AWARD 2021**
- **MINI Interaction Unit (iDrive 9).** Led UX definition and board-level sell-in for the first circular OLED display in a production vehicle. Established design language, interaction behaviors, and platform-wide digital touchpoint strategy.
- **Narrative Production Direction.** Directed short-form productions combining CG, live-action compositing, rotoscoping, lighting passes, screen replacement, and motion design to secure board-level funding for products now in global production. Managed editorial workflows from storyboard through final delivery.

Creative Director, Interaction Design — *BMW Group Designworks*

2014–2019

Led creative teams delivering innovative experiences across automotive, aviation, and consumer electronics. Owned client relationships and C-suite presentations, translating complex technical concepts into compelling strategic narratives.

- **BMW i Inside Future.** Directed UX and technology integration for a Level 3 autonomy concept—personal sound zones, seamless displays, and a holographic interface with haptics. Technology from this concept shipped: the rear-seat display system evolved into the Theater Display in production 7 Series vehicles, and the seamless dashboard work contributed to the Panoramic Head-Up Display launching across the BMW lineup from 2026. **RED DOT BEST OF THE BEST 2017**
- **Intel x Warner Bros Batman Experience (CES 2019).** Directed the integration of an iconic entertainment IP into an autonomous ride-share platform — coordinating storytelling, editorial decisions, engineering constraints, and multimodal interface development with Warner Bros and DC Comics.
- **BMW App Platforms.** Developed the vision for the MyBMW and MINI companion apps, contributing to raising the App Store rating from 2.0 to 4.9 stars. Led feature development and next-generation platform strategy.
- **Konica Minolta EDGE.** Directed prototype activation translating an AI/ML document management platform into front-of-house use cases, workshoping features with stakeholders and creating an experience demonstrator.

Freelancer to Senior Interaction Designer — *BMW Group Designworks*

2011–2016

Grew from production UI design to leading design work across BMW Group brands including BMW i and Rolls-Royce, and for clients including HP and Samsung — building deep expertise in automotive interface design, physical computing, and user research.

Owner / Creative Consultant — *Not Glossy, LLC*

2007–2017

Founded a creative consultancy delivering interactive advertising, motion graphics, narrative content, and brand experiences. Clients included Intel, Hitachi, Nikon, Panasonic, SAP, Fisker, and the Federal Trade Commission. Directed post-production and motion workflows across video, animation, and interactive media. Notable work earned a Thea Award (Shanghai Expo 2010 ICP Pavilion) and an IxDA People’s Choice Award (SAP Scouting).

02  
SELECTED  
RECOGNITION

- |                                               |                                                            |
|-----------------------------------------------|------------------------------------------------------------|
| <b>Fast Company World Changing Ideas</b> 2025 | <b>iF Design Award</b> – Mercury Marine Avator 2023        |
| <b>DMI Design Value Award</b> 2025            | <b>iF Design Award</b> – BMW i Interaction EASE 2021       |
| <b>Interior Design Best of Year</b> 2024      | <b>Red Dot Best of the Best</b> – BMW i Inside Future 2017 |

03  
TECHNOLOGY  
& DOMAINS

- |                                                |                                                 |
|------------------------------------------------|-------------------------------------------------|
| AI/ML prototyping & generative creative tools  | Physical computing & branded environments       |
| Motion design & post-production workflows      | Data-informed personalization                   |
| Identity systems & visual language development | Real-time & interactive content                 |
| Real-time & interactive content                | Campaigns across digital, print & environmental |

04  
EDUCATION

Art Center College of Design — *Pasadena, CA*

2007

BFA, Graphic Design & Packaging — Digital Focus