

# Feridoon Malekzadeh

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## Profile

- 10+ years of experience in the design, specification and implementation of interactive products and services in the wireless/mobile, web and PC software industries
- Strong as an individual contributor and experienced as a manager
- Goal-oriented individual with demonstrated leadership skills
- Organized, highly motivated, and detail-directed problem solver
- Experienced in designing and managing the delivery of global designs and specifications for local-market service implementations
- Ability to innovate and improvise with limited resources in new situations
- Proven ability to work with multi-disciplinary teams in all phases of projects to develop functional and brand-led user interfaces
- Confident communicator with strong people-skills
- Not fazed by the politics, ambiguity and changing landscape of product development
- Named on numerous patent applications in the mobile space (both as inventor and contributor)
- Most recent work has been in defining a next-generation mobile experience for franchised devices on the Android platform

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## Relevant Experience and Skills

### Project Coordination

- Managing the design and implementation of key business products & services
- Managing the interface between the UE team and the product management and technical teams

### Management/Supervision

- Providing creative direction and stimulus for problem solving
- Negotiating and agreeing work contents with agencies and other external resources where needed
- Negotiating the best balance of user and business needs within given project constraints to deliver on time and on budget

### Key Skills

- Interface and interaction design/information architecture
- Business requirements gathering and functionality definition
- Project management, estimation and planning
- Cross-platform multimedia development
- Visual / graphic design
- User research and usability testing
- Rapid-prototyping
- Languages: English (native), German (fluent), Spanish (fluent) & Persian (conversational)

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## Employment

### Senior Product Design Manager (UX)

*T-Mobile USA, Seattle, WA (USA)*

**2008-Present**

- Providing creative leadership for key initiatives while advocating the value of design within the organization
- Growing and leading multi-disciplinary UX teams to conceptualize, specify and develop groundbreaking user-centric product and service designs
- Collaborating with internal clients and stakeholders to define and prioritize business-aligned user experience requirements
- Articulating and presenting design objectives, strategy and creative executions to senior leaders and executive management across the organization
- Defining and driving the creative design and delivery processes across product teams (UX, Product Development, Tech, Industrial Design, etc.)
- Manager of five FTEs and a contractor team of 10+ UX designers

- Associate Creative Director** **2007-2008**  
*frog design inc., Seattle, WA (USA)*
- Leading and managing the creation of strategic solutions for key, global clients (AT&T, Intuit, Microsoft, MSN)
  - Helping clients create a vision for the future of their products and services through the medium of high-fidelity prototypes and demonstrators
  - Responsible for the coordination of the UX track and the leading, coaching and training of creative teams (4-5 people) on a project-by-project basis
  - Challenging the functional design of applications in order to improve usability
  - Line (and career) manager of four
- Senior User Experience Manager** **2004-2007**  
*Vodafone Holding Ltd., Düsseldorf (Germany)*
- Managing the creation of service-specific, user interface design for key, global propositions (music and mobile TV)
  - Describing the user interaction, wireframes, templates and visual design according to product functional specification and UE Guidelines
  - Challenging functional design of applications in order to improve usability
  - Coordinating the activities of internal and external resources to ensure quality of deliverables to time and budget
  - Maintaining UE standards and consistency in collaboration with other UE managers across Vodafone
  - Line (and career) manager of three
- User Experience Manager** **01/2001-2004**  
*Sapient Corp., Munich (Germany)*
- Responsible for coordination of the UE track and the leading, coaching and training of creative teams (4-5 people) on a project basis. Active on an interdisciplinary level as consultant, screen designer and information architect.
  - Experience ranged from concept phases through production and implementation of projects and includes experience with user testing and workshop facilitation.
  - Career manager of two
- Art Director** **1999-12/2000**  
*Kabel New Media, Munich (Germany)*
- Worked closely with concept developers, screen designers and web developers on various projects to develop functional and attractive web applications.
  - Co-managed a team of 10 and directly responsible for the coaching, leading and training of a team of 4-5 screen designers.
- Junior Art Director** **1999**  
*Red Ant Media Group, Munich (Germany)*
- Active on an interdisciplinary level as screen designer and HTML programmer.
- Web Designer / Multimedia Producer** **1996-1998**  
*conception Werbung & Marketing, Siegen (Germany)*  
 Developed, designed and coded web applications for customers.

<b>Education</b>	Multimedia Producer, SAE Technology College, Cologne (Germany)	<b>1998</b>
	B.A., Humanities, University of California in Irvine	<b>1992</b>
<b>Hobbies and Interests</b>	Digital photography, music, film and personal technology (gadgets)	
<b>Citizenship</b>	USA; born in California. Living and working abroad in Europe for 14 years	