

# Feridoon Malekzadeh

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## Hands-on User Experience and Product Design Lead

Entrepreneurial UX Product Design Leader with 20+ years' experience in delivering delightful, useful and successful products for Fortune 500 companies, startups and design agencies. Acknowledged as an inspiring/respected values-based coach and collaborator with a passion for people, new technologies, solving complex user-facing problems, and optimizing the design process. Named on numerous patent applications as inventor and contributor.

### Design Leadership

- Design Thinking
- Interaction Design
- User Journeys & Flows
- Rapid Prototyping
- User Research & Usability Testing

### Product & Team Leadership

- Startup experience & mindset
- Project Planning & Estimating
- Organization & Prioritization
- Multi-disciplinary Collaboration
- Cross-functional Alignment

### Tools

- Adobe Creative Suite
- Adobe XD / Sketch
- Balsamiq / Visio
- Marvel / InVision
- HTML / CSS

### Key Skills

- Broad-based experience in: design strategy, use cases, user flows, site maps, wireframes, visual mockups, user testing and usability studies, style guides, design principles, prototyping and functional specifications
- Spearheading requirements gathering and translating needs into prioritized, customer-focused solutions
- Negotiating to balance project needs and constraints for on time, within budget delivery
- Driving multi-disciplinary collaboration to develop functional and brand-led customer experiences (CX)
- Utilizing strong interpersonal skills to nurture stakeholder relationships and communicate effectively at all levels
- Passionate design advocate providing creative direction, process frameworks and subject matter expertise
- Motivated problem solver with the ability to break down complexity and inspire teams
- Thriving in the complex, political, ambiguous and changing landscape of product development
- Managing and mentoring staff to meaningfully connect career goals and aspirations to their work

## Work Experience

### Associate Vice President of Design – Digital Transformation

June 2019 - Present

[AT&T, Seattle, WA \(USA\)](#)

Articulated and presented vision, design objectives, strategy and creative executions to senior leaders and executives.

- Led a team of 150 UX designers, researchers, usability experts, experience analysts, content strategists, copy writers, videographers, and prototypers through AT&T's digital transformation efforts.
- Set vision and defined charters for the strategic and day-to-day functions of the overall design organization
- Defined and drove processes and accountabilities for better design representation and authority in Agile teams
- Established partnership model of collaboration with design across product organization

### Head of Design – Hardware, Software and Service

April 2017 - June 2019

[Helm \(formerly Privacy Labs\), Bellevue, WA \(USA\)](#)

Product design lead for ground-breaking new data security product.

- Drove branding, industrial design and packaging design with 3rd parties and insured cohesive visual language and brand voice. Developed marketing assets, created all materials (booklet) for reviewer program.
- Provided strategic design direction, refined feature roadmap, and defined, designed and delivered all elements of iOS and Android mobile applications (wireframes, prototypes, copy, visual design) along with supporting collateral.

## Independent User Experience Consultant

August 2015 - April 2017

Product Design and UX Consulting, Seattle, WA (USA)

Worked independently as designer, strategist and “hired-gun” creative director.

- Led the Seattle Best Buy UX team as interim Design Director to better define their team accountabilities, design methodology and delivery process.
- Defined, designed and delivered design concepts, prototypes and design specifications to various clients.

## Co-Founder and Chief Creative Officer

July 2015 - December 2016

OrbSense Technologies, Seattle, WA (USA)

Designed and developed new connected device, Cluck, for the kitchen and connected home, Internet of Things (IoT) space. Lead all key aspects of the brand development and product definition.

- Led product vision, roadmap, positioning and definition, market research, identification of target demographic, crowd-funding preparation, social media marketing, patent application writing and filing.
- Developed branding and logos for company and product, logo development, UX and UI design for smartphone application, field testing and user research, content development for website and all social media platforms. Solely responsible for development of crowd-funding presence: <http://www.malekzadeh.net/cluck>

## Senior Director of UX & Digital Design – Customer Loyalty & Retention

April 2014 - April 2016

Samsung, Mountain View, CA & Seattle, WA (USA)

Articulated and presented vision, design objectives, strategy and creative executions to senior leaders and executive management across the organization.

- Delivered wildly successful redesign of Samsung+ customer loyalty application. Dramatically increased active and engaged user base (+12M MAU) while maintaining 80% retention.
- Drove broader, omni-channel Design Thinking and customer experience design approach to deliver seamless, world-class customer support experiences.
- Developed a cooking-centric software and hardware prototype, which leveraged the tablet to control the kitchen range. Application showcased at CES was the backbone of a major product launch.

## Principal Design Manager – Bing & Bing Ads

February 2012 - April 2014

Microsoft, Seattle, WA (USA)

Lead multi-disciplinary UX teams at Bing to conceptualize, specify and develop ground-breaking user-centric product and service designs.

- Led Social Incubation program, encompassing a group of designers charged with researching, creating and delivering innovative solutions for integration of social data (from Facebook and Twitter) into Bing.
- Articulated and presented the vision, design objectives, strategy and creative executions to senior leaders and executive management across the organization; developed value proposition and defined core use cases.
- Led a small group of designers to redefine cross-product and cross-team monetization experiences for Bing Ads with a focus on Small Businesses (SMBs).

## Prior Experience

Director of Design - User Experience & Usability, T-Mobile, Bellevue, WA (USA)

2008-2012

Creative Director, Frog Design Inc., Seattle, WA (USA)

2007-2008

Senior User Experience Manager, Vodafone Holding Ltd., Düsseldorf (Germany)

2004-2007

User Experience Manager, Sapient Corp., Munich (Germany)

2001-2004

## Education

SAE Technology College, Cologne (Germany) – Multimedia Producer

University of California, Irvine, CA (USA) – Bachelor of Arts in Humanities