

Feridoon Malekzadeh

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Experienced Product Design Leader, Strategist, and Builder

Expertise in aligning People, Processes, and Platforms to develop and deliver innovative, business-impacting customer experiences. Known for holistic approaches to design (UX), emphasizing user needs, and leading teams to innovate within organizations large and small. Deep familiarity with consumer (B2C) and enterprise (B2B, SAAS) product landscapes, with a track record of leading strategic product initiatives and fostering high-performance design cultures. Respected as a people-first, servant leader.

Work Experience

Senior Design Strategist + AI Pragmatist

Seattle, WA

Consulting Head of Design

Sep 2022 - Present

Consulted growth-stage startups and companies on strategic initiatives, iterative product fixes, and hiring design talent, resulting in enhanced design capabilities and successful AI integration.

- **Amplitude:** Assessed and delivered strategies for improving the product experience, enhancing customer satisfaction, and provided interim leadership to the design team during organizational restructuring.
- **Serve Robotics:** Led initiatives to enhance driving safety for pilots and improve customer experience, robot visibility issues with new digital and analog solutions, resulting in increased operational safety.
- **Magical GPTs:** Created and published a series of successful (+55k users and growing) chatGPT-based private GPTs for job seekers, management, and education.

SMARTSHEET

Bellevue, WA

Vice President of Experience Design

Aug 2020 - Aug 2022

- Led a team of over 50 UX designers, researchers, and strategists to define and build next-generation end-to-end experiences for Smartsheet, resulting in improved user satisfaction and product usability.
- Restructured and expanded the team from 30 to over 50 members, enhancing product development processes and increasing project delivery efficiency.
- Assessed design workflows, identified improvement areas in tools and sprint integration, leading to optimized Agile processes and increased design review efficiency.
- Spearheaded initiatives in Analytics, Information Architecture, Persona-based design, Accessibility, and Design Systems, resulting in enhanced product functionality and user experience.

AT&T

Dallas, TX

Associate Vice President of Design – Digital Transformation

Jun 2019 - Jul 2020

- Led a team of 150 UX designers, researchers, usability experts, product analysts, content strategists, copywriters, videographers, and prototypers through AT&T's e-commerce digital (web and mobile) transformation efforts, resulting in improved user experience and streamlined design processes.
- Set vision and defined charters for the strategic and day-to-day functions of the overall design organization, leading to increased efficiency and clarity in design operations.
- Provided mentoring and feedback to design teams, aligning work with overarching design strategy and organizational goals, resulting in enhanced team collaboration and output.
- Defined and drove processes and accountabilities for better design representation and authority in Agile teams, resulting in more cohesive and effective design integration.
- Established a partnership model of collaboration with design across the product organization, fostering stronger cross-functional relationships and enhancing project outcomes.

Helm

Head of Design

Bellevue, WA
Apr 2017 - Jun 2019

- Delivered a new data security product from prototype to market in 18 months, enhancing user data protection and expanding market reach
- Led branding, industrial design, and packaging design with third parties, ensuring cohesive visual language and brand voice, which strengthened brand identity. Developed all marketing assets.
- 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).

OrbSense Technologies

Co-Founder & Chief Experience Officer

Seattle, WA
Apr 2016 - Apr 2017

- Designed and developed a new connected device, Cluck, for the kitchen and connected home IoT space, leading all key aspects of brand development and product definition, resulting in a cohesive and innovative product offering
- Led product vision, roadmap, positioning, and definition, conducted market research, identified target demographics, prepared for crowd-funding, managed social media marketing, and wrote and filed patent applications, resulting in a well-defined product strategy and increased market readiness
- Developed branding and logos for the company and product, designed UX and UI for a smartphone application, conducted field testing and user research, and created content for the website and social media platforms, enhancing brand identity and user engagement
- Managed the development of the crowd-funding presence, resulting in increased visibility and potential funding opportunities. More details can be found at: <http://www.malekzadeh.net/cluck>

Samsung

Senior Director of UX & Digital Strategy

Mountain View, CA
Apr 2014 - Apr 2016

- Redesigned the Samsung+ customer loyalty application, significantly increasing the active and engaged user base by 12 million monthly active users while maintaining an 80% retention rate
- Implemented an omni-channel Design Thinking approach to enhance customer support experiences, resulting in improved customer satisfaction and streamlined support processes

Prior Experience

- Principal Design Manager – Microsoft (Bing), Seattle, WA (USA) 2012 - 2014
- Director of UX Design and Usability – T-Mobile, Bellevue, WA (USA) 2008 - 2012
- Creative Director UX – Frog Design Inc., Seattle, WA (USA) 2007 - 2008

Skills

Tools: Adobe Creative Suite, XD, Figma, openAI, AI, LLMs, ChatGPT, Cursor, Bolt, HTML, CSS

Others: Design Strategy, Use Cases, User Flows, Site Maps, Wireframes, User Testing, Usability Studies, Style Guides, Design Principles, Prototyping, Functional Specifications, Requirements Gathering, Project Management, Collaboration, Customer Experience (CX), Communication, Creative Direction, Process Frameworks, Problem Solving, Team Leadership, Product Development, Team Management, Career Development, Mentoring, Design Thinking, Interaction Design, User Journeys, Prototyping, Conversational UX

Languages: English, Spanish, German, Farsi

Education

SAE Creative Media Institute

Digital Design and Multimedia Production

Cologne, Germany

University of California

Bachelor of Arts in Humanities (English Literature & Creative Writing)

Irvine, CA