Feridoon "Doon" Malekzadeh (He/Him)

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Head of Product Design / Vice President of Experience Design

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

Key Skills

- Experienced 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 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
- OpenAI / ChatGPT experience; having built several successful GPTs

Work Experience

Product Design and Experience Strategist   September 2022 - Present
Independent Consultant and Advisor, Seattle, WA (USA)
Consulting growth-stage startups and companies on net-new strategic initiatives, iterative fixes, hiring design talent, finding/briefing/managing external design agencies, and building/scaling overall design capabilities.

- **Head of Design**
  Amplitude, San Francisco, CA / Remote (USA)
  Quickly assessed the opportunities for improving the Amplitude product experience, developed a holistic vision for the customer experience, and provided interim design leadership as the product organization restructured.

- **Head of Design**
  Serve Robotics, San Francisco, CA / Remote (USA)
  Led the efforts around delivering a safer driving experience for pilots and better delivery experience for customers.

Vice President of Experience Design   August 2020 - August 2022
Smartsheet, Bellevue, WA (USA)
Led a 50+ team of UX designers, researchers, experience analysts, content strategists, accessibility experts, responsible for defining and building the next generation of end-to-end experiences for Smartsheet.

- Reduced attrition from 24% to 1%, doubled team size from 30 to 50+ in 18 months.
- Restructured design team to align with business goals, identified and addressed missing skills, established and hired design leadership team, and drove changes to product development processes.
- Defined and drove processes and accountabilities for better design representation and authority in Agile teams.
- Spearheaded initiatives on Analytics, Information Architecture, Persona-based design, A11y and Design Systems.

Associate Vice President of Design – Digital Transformation   June 2019 - July 2020
AT&T, Seattle, WA / Dallas, TX (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)

Delivered ground-breaking new data security product from prototype to product in 18 months.

- 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.

Co-Founder and Chief Creative Officer   April 2016 - April 2017
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

Prior Experience

Senior Director of UX & Digital Strategy – Samsung, MountainView, CA (USA)

Principal Design Manager – Microsoft, Seattle, WA (USA)

Director of UX Design and Usability – T-Mobile, Bellevue, WA (USA)

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

Senior Design Manager – Vodafone, Düsseldorf (Germany)

Design Leadership

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

Product & Team Leadership

- Start-up Experience & Mindset
- Lean / Agile Methodologies
- Organization & Prioritization
- Multi-disciplinary Collaboration
- Cross-functional Alignment

Tools

- Adobe Creative Suite
- Adobe XD / Figma / Sketch
- Jira / Confluence
- openAI / AI / ChatGPT
- HTML / CSS

Personality Type

Myers-Briggs: INTJ / **Insights:** Blue, Green, Yellow, Red / **Enneagram:** Type 5 – investigator, thinker

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 (USA)

Languages

English (native), **Spanish** (native), **German** (fluent) and **Farsi** (beginner)