

# Feridoon “Doon” Malekzadeh (He/Him)

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## Head of Product Design / Entrepreneurial Design Strategist

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

## 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 product fixes, hiring design talent, finding/briefing/managing external agencies, building/scaling design capabilities, and designing for AI.

- **Head of Design**  
[Amplitude, San Francisco, CA / Remote \(USA\)](#)  
Quickly assessed opportunities for improving E2E experience, supported shift to product-led growth, delivered a holistic customer experience vision, and provided 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 design team of 50+ staff, focusing on user experience research, accessibility standards, and content design.

- 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 \(USA\)](#)

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.

- Articulated and presented vision, design objectives, strategy and executions to senior leaders and executives.
- 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**  
OrbSense Technologies, Seattle, WA (USA)

April 2016 - April 2017

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

- 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)

## Key Skills

- Experienced in: design strategy, use cases, user flows, site maps, wireframes, visual mockups, journey maps, user testing, 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, cross-functional collaboration to develop functional and brand-led 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
- Artificial Intelligence (AI) experience; having built several successful ChatGPT-based GPTs

## 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, Irvine, CA (USA)

## Languages

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