

Feridoon Malekzadeh

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Head of Design | Transformation, Product, Experience & AI

I help organizations navigate transformation and critical inflection points by aligning people, product, technology, and execution so they can move faster, reduce uncertainty, and build the right things.

For more than 20 years, I have helped startups and Fortune 500 companies launch digital and physical products, scale teams, modernize experiences, and adopt new technologies. My experience spans organizational transformation, product innovation, AI-native product development, and helping organizations adopt emerging technologies.

Named as an inventor on multiple patents, I not only define the path forward... I help build it.

Core Competencies & Skills

Leadership & Transformation

Organizational Transformation • Design Leadership • Team Building & Scaling • Executive Alignment • Change Management • Cross-Functional Leadership

Product Strategy, Innovation & Experience

Product Strategy • Experience Strategy • Customer Experience (CX) • Product Discovery • Service Design • Design Systems • Information Architecture • User Research

AI & Emerging Technologies

AI-Native Product Leadership • AI Product Strategy • AI Experience Design • Generative AI • Agentic AI • LLM Applications • Conversational UX

Product Delivery & Operational Excellence

Product Roadmapping • Agile Product Development • Experimentation & A/B Testing • Design Operations • Prototyping • Data-Informed Decision Making

Work Experience

ServiceNow

February 2025 - Present

Senior Strategist for AI + Agentic Experiences (contract)

Remote

Driving AI-native product development and agentic experiences that transform employee and seller workflows across ServiceNow's Digital Technology organization through strategy, frameworks, prototypes, and organizational AI maturity.

- Architected and launched ServiceNow's **first AI-powered Sales Coach**, reducing creation time for key sales deliverables from **3–5 hours to ~5 minutes**. Became the **fastest-adopted tool in company history**, reaching **84% seller adoption** in Q1 2026 and driving **7.8x higher engagement** than generic Claude use.
- Created **30+ prototypes** and future-state concepts exploring AI-native workflows, agentic experiences, and emerging interaction models, accelerating decision-making and investment discussions across the organization.
- Authored **12+ executive-facing AI trend and competitive intelligence reports** that influenced senior leaders' understanding of emerging AI opportunities, risks, and investment priorities.
- Defined Conversational AI experience principles, agentic experience frameworks, and reference architectures that helped teams evaluate, prioritize, and operationalize AI-enabled employee workflows.
- Increased AI fluency across design teams through workshops, coaching, and hands-on training in prompting, AI-assisted development, leveraging local LLMs, and modeling emerging product creation workflows.

Fractional Head of Design & AI Builder

September 2022 - January 2025

Independent Consultant

Seattle, WA

Advised startups and growth-stage companies, including Amplitude and Serve Robotics, on product strategy, customer experience, and organizational design, helping leadership teams improve product and team effectiveness.

- **Founded and built PathPilot**, an AI-native career platform that combines personalization, storytelling, and generative AI to help professionals navigate career transitions and communicate their value more effectively. Produced thousands of tailored resumes, cover letters, and professional narratives.
- Created and published a portfolio of **10+ custom GPTs used by 60,000+** professionals for career development, leadership, and education. **Hackathon winner** for "Most Fun" solution with text analysis and transformation app.
- Leveraged emerging AI tools and rapid-development platforms like Lovable, Base44, and Claude Code to prototype and publicly launch 5+ AI-enabled products and workflows.

SMARTSHEET

Vice President of Experience Design

August 2020 - August 2022

Bellevue, WA

Rebuilt and **expanded the design organization from 30 to 50+** designers, researchers, and strategists while **reducing attrition from 24% to 1%**, creating a stable, high-performing team capable of supporting rapid business growth.

- Led a comprehensive skills assessment and redesign of the design organization, operating model, and cross-functional product development and innovation process, aligning people, teams, and decision-making practices with Smartsheet's next stage of scale. Hired 5
- Improved product delivery effectiveness by redesigning design review, collaboration, and decision-making workflows, **reducing review time by 40%** and accelerating execution.
- Established and scaled capabilities across analytics, accessibility, information architecture, persona-driven design, and design systems to improve product quality and consistency.
- Partnered with Product and Engineering leadership to strengthen organizational alignment, improve prioritization, and increase confidence in product decisions across the portfolio.
- Built a stronger leadership culture through coaching, organizational design, and team development initiatives.

AT&T

Associate Vice President of Design – Digital Transformation

June 2019 - July 2020

Seattle, WA

Directed a **150-person multidisciplinary design organization** responsible for helping modernize AT&T's digital commerce experiences (web and mobile) and strengthen the role of design across the enterprise.

- Created clarity and accountability across design org by establishing vision, operating model, and organizational structure for one of AT&T's largest design teams, improving accountability and execution across teams.
- Unified Design, Product, and Engineering around shared planning, experimentation, and quality practices, strengthening design's influence on strategic decisions.
- Introduced governance frameworks, experimentation practices, analytics measurement, and quality programs that improved collaboration and execution across a complex enterprise environment.
- **Mentored 15+ design leaders and managers across the organization**, helping build a stronger leadership culture during a period of significant change.

Helm

Head of Design

April 2017 - June 2019

Bellevue, WA

Drove end-to-end product strategy, customer experience, brand development, and go-to-market efforts for a venture-backed data security startup, bringing a new product **from concept to launch in 18 months**.

- Reimagined the onboarding experience by moving account provisioning and email configuration into the ordering process, **reducing customer activation from 72 hours days to a 5-minute unboxing experience**.
- Designed and delivered the iOS and Android applications, including workflows, prototyping, visual design, content strategy, customer support content, and launch assets.
- Assumed responsibility for product, brand, marketing, partnerships, and launch activities—stepping into whatever role (3rd party management, hands-on design, user interviews, etc.) was necessary to move the business forward.

OrbSense Technologies

Chief Experience Officer

April 2016 - April 2017

Seattle, WA

Co-founded an IoT startup focused on connected experiences, leading platform strategy, market research, brand development, marketing, and experience design from concept through crowdfunding preparation.

- Defined product vision, market positioning, roadmap, and go-to-market strategy for a connected consumer culinary device and companion mobile application. Featured in media and IndieGoGo.
- Owned and executed customer research, branding, industrial design direction, and product experience design.
- Developed patent filings, marketing strategy, and crowdfunding materials to support commercialization efforts.

Samsung

Senior Director of UX & Digital Strategy

April 2014 - April 2016

Mountain View, CA

Led experience strategy across Samsung's Connected Home and customer engagement initiatives, helping define new IoT experiences while transforming Samsung's customer loyalty platform.

- Transformed Samsung+ from a traditional loyalty application into a customer engagement platform serving **12M+ monthly active users with ~80% retention**.
- Leveraged customer insights and behavioral data to define a strategy that shaped feature, content, and engagement models, delivering more relevant, on-brand experiences throughout the customer lifecycle.
- Led UX strategy for IoT and Connected Home initiatives spanning mobile applications and connected devices.
- Partnered across Product, Marketing, Retail, and Customer Support teams to align customer experience investments with business objectives.

Prior Experience

- **Microsoft** – Principal Design Manager (Seattle, WA) 2012 - 2014
- **T-Mobile** – Director of UX Design and Usability (Bellevue, WA) 2008 - 2012
- **Frog Design Inc.** – Creative Director UX (Seattle, WA) 2007 - 2008
- **Vodafone** – Senior User Experience Manager (Düsseldorf, Germany) 2004 - 2007
- **Sapient** – User Experience Manager (Munich, Germany) 2001 - 2004

Product Design, Leadership, Technical and Operational Skills

- **Product & Design Leadership:** B2C/B2B Product & Experience Strategy, Design Thinking, Design Systems, Design Operations, Customer Experience, Service Design, Product Discovery, Customer Needs, User Research
- **Leadership & Operations:** Organizational Transformation, Team Scaling, Executive Alignment, Change Management, Agile Product Development, Experimentation, A/B Testing, Roadmapping, Product Requirement Documents (PRD)
- **AI/ML & Emerging Technology:** Generative AI, Agentic AI, Conversational UX, Local LLM, Ollama, LM Studio, OpenAI, Anthropic, AI Product Strategy, AI Adoption and Enablement, Prompt Engineering
- **Development & Prototyping:** Figma, Cursor, Claude Code, Codex, GitHub, Lovable, Bolt, HTML, CSS, Rapid Prototyping, AI-Assisted Development, Front-End Engineer, Design Technology, Forward Deployed Design

Selected Projects

- **PathPilot:** AI-native career platform combining storytelling, personalization, and intelligent assistants to help professionals navigate career transitions with confidence.
 - Read case study: <https://malekzadeh.net/doon/pathpilot/>
 - View project: <https://pathpilot.pro>
- **AI Applications Portfolio:** Exploring the future of human-AI collaboration through a portfolio of AI tools **used by 60,000+ professionals** to think, communicate, and work more effectively.
 - Read about the GPTs: <https://malekzadeh.net/doon/magical-gpts/>
 - Use the GPT guide: <https://chatgpt.com/g/magical-gpts-by-doon/>

Industry Leadership & Mentorship

- **Guest lecturer and industry panelist for the University of Washington** Human Centered Design & Engineering (HCDE) program, speaking on the future of UX, AI-native product development, and the evolving role of designers in an AI-driven world.
- **Guest Instructor for the University of Washington Foster School of Business** Product Management Leadership Accelerator, teaching AI-assisted product development, rapid prototyping, and solo product creation using modern AI tools and workflows.
- Regularly mentor designers, product leaders, and founders while contributing perspectives on AI transformation, product strategy, and the future of design.

Education

SAE Creative Media Institute — Cologne, Germany
Digital Design and Multimedia Production

University of California — Irvine, CA
Bachelor of Arts in Humanities (English Literature & Creative Writing)

Languages

English (Native) • German (Fluent) • Spanish (Conversational) • Farsi (Beginner)



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