

Feridoon Malekzadeh

<https://www.linkedin.com/in/fmalekzadeh> | <https://feridoon.malekzadeh.net>
+1 (206) 832-6296 | doon@malekzadeh.net

Head of Design | Product, Experience & AI

I help organizations navigate complexity and align people around a shared direction so they can move faster, waste less, build the right things, and create meaningful work and business impact.

For more than 20 years, I've worked with startups and Fortune 500 companies to align teams, reduce uncertainty, and turn strategy into action. My experience spans organizational transformation, product innovation, AI strategy, and zero-to-one product development.

Named as an inventor on multiple patents, I don't just define the path forward—I help build it.

Core Skills

Leadership & Transformation

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

Product & Experience

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

AI & Emerging Technology

Generative AI • Agentic AI • Conversational UX • AI Product Strategy • AI Experience Design • LLM Applications • Human-AI Interaction

Execution & Delivery

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

Professional Experience

ServiceNow

February 2025 - Present

Senior Strategist for AI + Agentic Experiences (contract)

Remote

Helping shape how AI and agentic experiences transform employee and Seller workflows across ServiceNow's Digital Technology organization.

- 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.
- Defined AI product strategy, agentic experience frameworks, and reference architectures that helped teams evaluate, prioritize, and operationalize AI-enabled employee workflows.
- 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.
- Built AI fluency across design teams through workshops, coaching, and hands-on training in prompting, AI-assisted development, local LLMs, and 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.

- Created and published a portfolio of **10+ custom GPTs used by 60,000+** professionals for career development, leadership, and education.
- 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.
- Leveraged emerging AI tools and rapid-development platforms like Lovable, Base44, and Claude Code to prototype and launch multiple AI-enabled products and workflows, reducing concept-to-product timelines from months to days.

SMARTSHEET

August 2020 - August 2022

Vice President of Experience Design

Bellevue, WA

Led a comprehensive skills assessment and redesign of the Experience Design organization, customer experience, operating model, and cross-functional product development and innovation process, aligning people, teams, and decision-making practices with Smartsheet's next stage of growth.

- Rebuilt and **expanded the 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.
- Redesigned design review, collaboration, and decision-making processes, **reducing design review and feasibility time by ~40%** and accelerating product delivery across the portfolio.
- Established and scaled design system, accessibility, analytics, and information architecture practices, improving product consistency, product design quality across the platform, contributing to higher CSAT and NPS scores.
- Partnered with Product and Engineering leadership to strengthen organizational alignment, improve prioritization, and increase confidence in product decisions, helping teams execute more effectively against company objectives.
- Developed and grew leaders, evolved the operating model, and strengthened cross-functional partnerships to create a more resilient, scalable design organization.

AT&T

June 2019 - July 2020

Associate Vice President of Design – Digital Transformation

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

April 2017 - June 2019

Head of Design

Bellevue, WA

Led 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

April 2016 - April 2017

Chief Experience Officer

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

April 2014 - April 2016

Senior Director of UX & Digital Strategy

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

- **Design & Product Leadership:** Product Strategy, Experience Strategy, Design Leadership, Design Systems, Design Operations, Customer Experience, Service Design, Product Discovery, 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 & Emerging Technology:** Generative AI, Agentic AI, Conversational UX, LLM Applications, OpenAI, Anthropic, AI Product Strategy, Human-AI Interaction, Prompt Engineering
- **Development & Prototyping:** Figma, Cursor, Claude Code, Codex, GitHub, Lovable, Bolt, HTML, CSS, Rapid Prototyping, AI-Assisted Development, Forward Deployed 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)