

Feridoon Malekzadeh

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Experienced Product Design Leader, Strategist, and AI Builder

Visionary leader with 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 diverse, high-performance design cultures. Respected as a people-first leader.

Work Experience

ServiceNow

Senior Strategist for AI + Agentic Experiences (contract)

Seattle, WA / Remote
February 2025 - Present

Leading the strategy to define the role of AI and Agentic AI solutions for ITSM platform, ServiceNow, on the Digital Technology team. Providing trend research/analysis, defining guidelines, and designing reference solutions to provide product and design teams direction to ensure holistic and useful AI experiences. Focused on supporting our GTM team to deliver extraordinary solutions.

Senior Experience Design Strategist + AI Builder + Mentor

Consulting Head of Design

Seattle, WA / Remote
September 2022 - Present

Consulted growth-stage startups (Serve Robotics) and companies on strategic initiatives, iterative product fixes, and hiring design talent, resulting in enhanced design capabilities and improved product experiences.

- **Amplitude:** Assessed and delivered strategies for improving the product experience, enhancing customer satisfaction, and provided interim leadership to the design team during organizational restructuring.
- **Custom GPTs:** Created and published over **10 successful** ChatGPT-based custom GPTs (**+60k users** and growing) for job seekers, management, and education. Featured in interviews and blogs.

SMARTSHEET

Vice President of Experience Design

Bellevue, WA / Remote
August 2020 - August 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** (while reducing employee attrition from **24% to 1%**), enhancing product development processes and increasing project delivery efficiency.
- Optimized Agile workflows, cutting design review time by 40% and accelerating feature delivery.
- Spearheaded initiatives in Analytics, Information Architecture, Persona-based design, Accessibility, and Design Systems, resulting in enhanced product functionality and user experience.

AT&T

Associate Vice President of Design – Digital Transformation

Seattle, WA / Dallas, TX
June 2019 - July 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.
- 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
April 2017 - June 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.
- Drove 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
April 2016 - April 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
April 2014 - April 2016

- Redesigned the Samsung+ customer loyalty mobile 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 2012 - 2014
- Director of UX Design and Usability – T-Mobile, Bellevue, WA 2008 - 2012
- Creative Director UX – Frog Design Inc., Seattle, WA 2007 - 2008

Skills

- Design & Prototyping: Adobe Creative Suite, Figma, UX Pilot
- AI & Emerging Tech: OpenAI, LLMs, ChatGPT, AI-UX, Conversational UX
- Strategy & Leadership: Agile Product Development, Team Scaling, Innovation
- Development & Integration: Bolt.new, Lovable, Cursor, Vercel (v0), HTML, CSS, Rapid Prototyping

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