

Matthew Kearney

Product Design Lead | AI, Platforms & Intelligent Systems

Laguna Beach, CA | (949) 701-3041 | matthewkearneydesign@gmail.com

LinkedIn: [linkedin.com/in/matthewkearneydesign](https://www.linkedin.com/in/matthewkearneydesign)

Portfolio: matthewkearneydesign.com

Summary

Product Design and Experience Strategy leader with 15+ years helping organizations turn emerging technologies, digital commerce, and complex platforms into experiences customers instinctively understand and trust. I lead 0-to-1 and end-to-end product design, from discovery and product strategy through interaction and visual design, prototyping, launch, and iteration. I specialize in simplifying complexity, aligning organizations around customer needs, and translating technical and business challenges into scalable products, increasingly using AI-assisted, agentic, and direct-to-code workflows, including Codex and Cursor, to move from product intent through prototyping and into production implementation.

Leadership & Impact

- **310M+** global customers reached through AI-powered personalization
 - **80%** increase in mobile title impressions
 - **68%** growth in Live Sports X-Ray engagement
 - **\$17B** global subscription and billing ecosystem
 - **12-person** Design & Research organization built and scaled
-

Experience

Prime Video & Amazon MGM Studios — Culver City, CA

Senior UX Designer, Design Lead

Oct 2022 – Jan 2026

- Co-led Prime Video's mobile redesign across its global subscription and transactional content ecosystem, available in 240+ countries and territories. Simplified navigation, discovery, playback, and AI-powered personalization while balancing third-party subscriptions, entitlements, Amazon-owned offerings, and pay-per-view experiences. Increased mobile title impressions by 80% and subscription engagement by 27%.
- Selected by executive leadership to partner with IDEO during a six-month strategic engagement, helping translate their human-centered design methodology into repeatable practices that reshaped Prime Video's product discovery and collaboration model beyond the mobile organization.
- Led UX strategy for the human evaluation of Prime Video's LLM-powered recommendation systems, designing scalable evaluation frameworks, ground-truth datasets, and customer feedback loops that improved perceived recommendation relevance by 42% while shaping the future of AI-powered personalization.

- Directed UX strategy for Prime Video Live Sports, bringing X-Ray, second-screen experiences, multi-view, contextual statistics, and real-time engagement into a unified viewing experience. Increased X-Ray engagement by 68% while reducing customer reliance on external apps.
 - Established scalable experience frameworks across iOS, Android, Fire TV, Roku, web, and connected TV platforms, aligning multiple product organizations around a consistent customer experience while accelerating cross-platform feature delivery.
 - Championed organization-wide accessibility initiatives across 8+ platform ecosystems, aligning Product, Engineering, Legal, and Executive stakeholders around WCAG 2.1 AA standards and making Prime Video more accessible for 15M+ customers with disabilities.
-

LinkedIn — Sunnyvale, CA

Staff Product Designer

May 2021 – Oct 2022

- Led 0-to-1 product strategy and end-to-end design for LinkedIn's first global self-service subscription management and billing ecosystem, giving enterprise customers direct control over subscription management while eliminating an operational bottleneck that delayed approximately 60% of enterprise deals. Supported a \$17B annual revenue ecosystem across 50K+ customers in 30+ countries while reducing billing service requests by 30% and increasing self-service adoption by 90%.
 - Defined scalable framework patterns, onboarding flows, and reusable design system components that improved organizational consistency, reduced support burden, accelerated implementation efficiency, reduced design-to-development friction by 40%, eliminated 200+ hours of redundant design work annually, and established a reusable foundation for future enterprise products.
 - Partnered with Product, Engineering, Finance, Legal, and Sales to balance customer needs with complex operational requirements, creating self-service experiences that reduced organizational friction while improving the enterprise customer journey.
-

First American Financial Corporation — Santa Ana, CA

Product Design Manager

Jan 2020 – May 2021

- Built and scaled First American's product design organization, growing a multidisciplinary team of 8 designers and 4 researchers while establishing design systems, governance frameworks, and UX operating models that standardized product development across multiple business units and elevated the organization's design maturity.
- Directed UX strategy for internal enterprise tools and workflow systems that improved employee productivity and increased task completion efficiency by 35%.
- Established enterprise-wide design systems and governance practices that improved organizational consistency, reduced engineering rework, and increased operational efficiency across teams.

Senior UX Designer

Nov 2017 – Dec 2019

- Led UX strategy and experience design initiatives across customer-facing and enterprise platforms within a highly operational and regulated business environment.

- Partnered cross-functionally with Product, Engineering, and Executive stakeholders to improve workflow efficiency, customer usability, and systems-level experience consistency.
 - Defined information architecture, user journeys, interaction models, and scalable experience frameworks across multiple product ecosystems.
-

Panasonic Avionics Corporation — Lake Forest, CA

UX/UI Designer III

Apr 2011 – Sep 2017

- Designed in-flight entertainment experiences for 12 major international airline partners across mobile, web, and embedded platforms, serving millions of passengers annually.
 - Led UX and visual design initiatives requiring localization, accessibility, and systems consistency across 15 languages and diverse international customer markets.
 - Delivered scalable experience specifications and platform frameworks supporting globally distributed engineering and product teams.
-

Skills – Product & Leadership

Product Strategy • Product Vision • Experience Strategy • 0-to-1 Product Design • End-to-End Product Design • Product Discovery • UX Strategy • Design Leadership • Stakeholder Alignment • Cross-Functional Leadership • Digital Commerce • Subscription & Monetization • Enterprise UX • Global Product Design • Platform Design • Mobile Product Design • Design Systems • Design Systems Governance • Information Architecture • Visual Design • Interaction Design • Service Design • UX Research & Usability Testing • Experimentation • Metrics & Analytics • Accessibility (WCAG/A11y) • High-Fidelity Prototyping • Workshop Facilitation

Skills – AI

AI Product Design • AI Product Strategy • Human-Centered AI Evaluation • Human-AI Interaction • LLM Evaluation • Recommendation Systems • Personalization Systems • Trust & Transparency Design • Evaluation & Feedback Loops • Generative AI Workflows • AI Agents • Agentic Design Workflows • AI-Assisted Coding • Direct-to-Code Product Development • AI-Assisted Product Development • AI-Assisted Research • Prompt Engineering

Skills – Tools

Figma • Codex • Cursor • HTML • CSS • JavaScript • Jira • Shopify Liquid • FigJam • Adobe CC • Confluence • Asana • Miro • UserTesting • Maze • Lyssna

Education

Bachelor of Fine Arts, Graphic Design

Corcoran College of Art + Design, now part of The George Washington University