AI Product Design Lead / UX Manager

Marquez M. Lee | Email | LinkedIn | Folio | 310.227.6401

PROFESSIONAL SUMMARY

Product design leader with 15+ years steering UX strategies and digital transformation across mobility, entertainment, financial, and corporate sectors. Specializes in Agentic UX, using human-centered methods to architect multi-agent, human-in-the-loop workflows. Player-coach who built teams of 16+ across IxD, UXR, visual, and content strategy. Bridges AI capabilities with design psychology to turn non-deterministic technology into novel, memorable experiences.

CORE COMPETENCIES

- **Agentic UX & AI Design:** Human-AI Interaction (HAI), multi-agent systems design, conversational & voice interfaces, adaptive UI, trust calibration, human-in-the-loop
- **Product Strategy & Execution:** End-to-End (E2E) Delivery, 0-to-1 Development, Information Architecture, Interaction Design (IxD), User Flows, Rapid Prototyping
- **Leadership & Operations:** Team Building & Mentorship, Talent Acquisition, Career Growth, Design Systems Governance, Cross-Functional Alignment
- **Research & Human-Centered Methodology:** UX Research (UXR), Usability Testing, Field Studies, Customer Journey Mapping, Behavioral Insights, Design Thinking, Accessibility
- **Tools & Tech:** Figma, ProtoPie, VS Code, Microsoft Copilot, Adobe Creative Cloud, Jira, Confluence, LLM prototyping

PROFESSIONAL EXPERIENCE

Capital Group | UX Design & HAI Lead | Jan 2022 – Present

- Architected multi-agent marketing workflows across 4 organizations (Product, IT, Data Science, Marketing) covering brand, accessibility, and legal review; cut review cycles from 12 days to 2, clearing compliance bottlenecks and speeding time to market.
- Spearheaded the 5D design process across the global investment suite (Storefront, Discovery, Analysis, Detail Pages); research with high-AUM (Assets Under Management) advisors unified product aggregation and lifted engagement through intuitive taxonomy and instant access to fund data.
- Accelerated design validation with AI-driven, data-rich prototypes that let people interact in real-world conditions, producing a realistic, accurate simulation of the experience; decoded portfolio navigation behaviors to de-risk decisions and set clear UX patterns and data hierarchy.
- Governed an enterprise design system across 5 global regions (U.S., Canada, Europe, Asia, Middle East); eliminated bespoke component builds, raised reuse to 80% and improved brand consistency by 70%+.
- Established enterprise human-centered AI governance with executive sponsorship (COO, VPs, Directors); instituted a rubric for agentic reasoning that safeguards brand tone, aesthetics, and editorial accuracy across generative systems.

Ford Motor Co. | UX Design Manager | May 2018 – Dec 2021 • UX Design Lead | Apr 2016 – May 2018

- Promoted from UX Design Lead to Manager, scaling from foundational design work to leading Ford's core AV UX pillar of 16+ practitioners across IxD, Visuals, Research, and Content Strategy.
- Directed end-to-end UX strategy, service architecture, and human-AI interaction for Ford's AV ecosystem, from the first conversational and voice assistant patterns for rider trust and agency to fleet-control systems that monitor, dispatch, and maintain commercial AV pilot fleets.
- Built B2B2C partnership experiences with Disney, Delta Air Lines, Uber, and Walmart, turning co-created models into 3 live commercial pilot programs in 3 U.S. cities.
- Led global field research on autonomous systems to understand how people and machines interact; designed and facilitated co-creation sprints, including platform building, sketching, role-play, and AI-enabled rapid prototyping, that opened the door to unconstrained ideation.
- Directed research alliances and talent pipelines with Stanford, UC Berkeley, MIT, the University of Michigan, and SCAD, bringing in 12–15 interns a year and engaging on-campus teams in mobility product and service research.

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Universal Audio | Creative Director | Apr 2015 – Apr 2016

- Led global brand strategy, digital product UX, and e-commerce for the music industry's leading audio hardware and software manufacturer; mentored a cross-functional team of 6 spanning UX/UI design, front-end development, and multimedia.
- Developed the company's new e-commerce experience, growing direct-to-consumer (DTC) revenue 28–32% QoQ; Interactive product storytelling, and acquisition campaigns lifted new memberships 30–38% QoQ in the first year.
- Grew software adoption and community engagement 26% in the first six months through a customer-centric UX strategy and creator endorsement programs.

EARLIER EXPERIENCE

Brandculture Company | Digital Design Director | Jan 2014 – Apr 2015

Led creative direction and experience strategy for global entertainment, hospitality, and lifestyle brands across interactive digital products, spatial design, and multi-channel campaigns. Facilitated cross-team design sprints and co-creation workshops with clients including Warner Bros. Entertainment, FOX, Sony Music, the PGA, and Wolfgang Puck, taking new digital products from concept to launch. Blended behavioral design, interactive storytelling, and scalable visual systems across web, mobile, and physical spaces to build brand equity and grow client audiences.

Razorfish / Rosetta (Contract) | Senior Art Director | Jun 2013 – Jan 2014

- Directed visual and interaction design for high-profile digital products, gaming interfaces, and integrated marketing in entertainment, consumer electronics, sports, and healthcare. Delivered high-craft UI and visual storytelling, from in-game UI graphics for Activision to product communications for GoPro, interactive media for Bandai Namco, and omnichannel campaigns for DirecTV.

Phelps Agency | Interactive Art Director | Oct 2012 – Jun 2013

- Drove $1.3M a month ($15.6M+ annualized) for Public Storage, the agency's largest account, by designing and launching a 0-to-1 mobile product that lifted new-customer conversion and occupancy. Managed end-to-end design across native apps, web applications, and rich media, turning complex booking logic into self-service journeys refined through iterative usability testing.

Extended case studies and work history available upon request

BRANDS & CLIENTS

- **Mobility & Automotive:** Ford Motor Company, Toyota, Lexus, Scion, Honda, Acura, Hyundai
- **Entertainment, Media & Gaming:** The Walt Disney Company, Warner Bros. Entertainment, Searchlight Pictures, FOX NFL, Activision, Electronic Arts (EA), DirecTV, Mattel, Entertainment Partners, Geffen
- **Consumer Tech, Retail & Lifestyle:** Panasonic, Belkin, GoPro, Teleflora, Cleveland Golf, Arbor Snowboards, American Licorice Company, Santana Row
- **Enterprise, Healthcare & Civic:** City of Hope, Public Storage, Southern California Edison (SCE), The Salvation Army, The Tech Interactive

EDUCATION

- **Integrated Media Studies** | Marymount University, Arlington, VA
- **Film Studies in Cinematography** | University of California Los Angeles, Westwood, CA

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- **Agentic System Design** | Harvard Data Science Intensive
- **Agentic UX in Product Design** | Stanford University
- **Interaction Design** | NN/g UX Certification