

Matthew Kearney

Principal Product Designer | 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

Principal Product Designer with 15+ years helping organizations turn emerging technologies and complex systems into experiences customers instinctively understand and trust. Throughout my career, I've been trusted to simplify complexity, align organizations around customer needs, and translate technical complexity into products people genuinely enjoy using.

Leadership & Impact

- **240M+** global customers reached through AI-powered personalization
 - **80%** increase in mobile title impressions
 - **68%** growth in Live Sports X-Ray engagement
 - **\$17B** enterprise 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 the redesign of Prime Video's mobile experience serving 240M+ customers across 140+ countries, simplifying navigation, discovery, playback, and AI-powered personalization while aligning executive stakeholders and cross-functional teams around a unified product vision. Increased mobile title impressions by 80% and subscription engagement by up to 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 product strategy for LinkedIn's first global self-service enterprise 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 supporting 12 major international airline partners across mobile, web, and embedded platforms used by 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:

Product Strategy • Product Vision • Experience Strategy • Design Leadership • Stakeholder Alignment • Service Design • Design Systems • Mobile & Platform Design • Information Architecture • Interaction Design • UX Research • Accessibility Standards (WCAG/A11y) • Experimentation • Metrics & Analytics • Usability Testing • Prototyping • Workshop Facilitation

Skills – AI

AI Product Design • Human-Centered AI Evaluation • Human-AI Interaction • Recommendation Systems • Personalization Systems • Trust & Transparency Design • Evaluation & Feedback Loops • Generative AI Workflows • AI-Assisted Research • AI-Assisted Prototyping • Prompt Engineering

Skills – Tools

Figma • FigJam • Adobe CC • HTML • CSS • JavaScript • Jira • Confluence • Asana • Miro • UserTesting • Maze • Lyssna

Education

Bachelor of Arts, Graphic Design

Corcoran School of Arts and Design, The George Washington University