

# Matthew Kearney

Principal Product Designer | AI, Mobile & Intelligent Systems  
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Portfolio: [sealspace.com](https://sealspace.com)

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## Summary

Principal Product Designer with 15+ years leading product strategy, AI-powered experiences, and large-scale platform initiatives across Prime Video, LinkedIn, fintech, and aerospace organizations. Expertise in personalization, mobile ecosystems, payments, and intelligent systems. Recognized for influencing executive decision-making, aligning cross-functional organizations, and transforming complex technical capabilities into customer experiences that deliver measurable business outcomes at scale.

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## Leadership & Impact

- Influenced the CX for 240M+ global customers through AI-powered personalization.
  - Increased mobile title impressions by 80% through Prime Video's mobile redesign.
  - 68% increase in engagement across Prime Video live sports X-Ray experiences.
  - \$17B enterprise billing platform supporting 50K+ customers globally.
  - Built and scaled a 12-person design and research organization.
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## Experience

**Prime Video & Amazon MGM Studios** — Culver City, CA

### Senior UX Designer

Oct 2022 – Jan 2026

- Influenced executive investment decisions and long-term product strategy across AI personalization, mobile platforms, and live experience initiatives.
- Aligned Product, ML Science, Engineering, and Design organizations around a shared strategy for AI-powered personalization, helping shape a next-generation recommendation system that improved customer perception of recommendation relevance by 42%.

- Co-led Prime Video's next-generation mobile redesign reaching 240M+ customers across 140+ countries, providing design leadership across a distributed team of 10 designers while aligning executive stakeholders, Product, and Engineering around the future vision for navigation, discovery, playback, and personalization, increasing mobile title impressions by 80% and subscription engagement by up to 27%.
  - Partnered with IDEO and executive leadership to define Prime Video's future mobile experience strategy, influencing organizational design practices and long-term product investment decisions.
  - Directed UX strategy across live sports and second-screen experiences supporting Thursday Night Football and other flagship programming, aligning multiple organizations around a unified real-time engagement platform.
  - Drove UX for Prime Video's augmented live sports X-Ray ecosystem, resulting in a 68% increase in engagement during Thursday Night Football across real-time stats, multi-view, and contextual sports experiences.
  - Defined customer experience strategy across iOS, Android, Fire TV, Roku, web, and connected TV platforms, creating alignment across product organizations and accelerating platform-wide 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 improving usability for 15M+ customers with disabilities.
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**LinkedIn** — Sunnyvale, CA

**Staff Product Designer**

May 2021 – Oct 2022

- Led product strategy and experience vision for LinkedIn's first global self-service enterprise billing ecosystem, influencing enterprise monetization initiatives supporting \$17B in annual revenue across 50K+ customers in 30+ countries.
  - Drove design efforts to address an organizational scalability challenge in which approximately 60% of enterprise deals were delayed by manual billing operations, 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%, and eliminated 200+ hours of redundant design work annually.
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## **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 increased organizational maturity and enabled more consistent, customer-centered product development across the enterprise.
- 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 engineering, product, and business 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.

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## **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.
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## **Skills - Product**

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

## **Skills - AI**

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

## **Skills - Tools**

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

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## **Education**

### **Bachelor of Arts, Graphic Design**

Corcoran School of Arts and Design, The George Washington University