

# Matt Pacione

(425)532-2358 • Seattle, WA, USA • Open to Relocate/Remote

[mattpacione@gmail.com](mailto:mattpacione@gmail.com) • [linkedin.com/in/mattpacione/](https://www.linkedin.com/in/mattpacione/) • [www.mattpacione.com](http://www.mattpacione.com)

## Objective

Strategic Design Leader with 14+ years of experience in UI/UX, Product Design, and Research across Fortune 500 companies and startups. Specialized in human-centered design for GenAI/ML, Spatial Computing, and other emerging technologies. Developed strategic design solutions for Amazon AWS, LG, Autodesk, Huawei and other industry leaders that informed critical product roadmaps, innovation initiatives, and key stakeholder outcomes. Seeking a pivotal role to drive next-generation AI product experiences and build high-performing creative teams.

## Skills

<b>Core Competencies</b>	Product Design; Interaction Design; Human-Centered Design; Strategic Design Thinking; Complex Problem Solving; Emerging Tech (GenAI, Agents, Spatial Computing); Cross-Functional Collaboration; Mixed-methods Research; Agile/Lean/Scrum
<b>Methods and Skills</b>	Interaction Design, UI/UX Design, Visual Design, Journey/User Flows, Sketching, Storyboarding, Rapid Prototyping, Co-Creation Workshops, User/Usability Testing, User Profiles, Information Architecture, Task Analysis, Ethnographic Interviews + Observation, System Mapping, Research Planning, Product Logic, Art Direction, Graphic Design, Typography, Prompt Engineering, Web Design (HTML, CSS, Scripting)
<b>Software and Tools</b>	Figma, Figjam, Miro, Cursor, Windsurf, Vercel V0, JIRA, Trello, Asana, Linear, Adobe Creative Suite, Lookback, Hotjar, Shapr3D, Rhino3D, Bezi, ShapesXR, Unity, Survey Monkey, Typeform, GSuite, Microsoft Office/365, Zoom, Slack, Webflow

## Experience

<b>Principal UX Designer</b> Amazon AWS	May 2024 - Present <i>Seattle, WA, United States</i>
<ul style="list-style-type: none"><li>• Led design for 3 Executive 'S-Team' Goals announced at AWS Re:Invent 2024 (Q Software Developer Agent, Q Code Transformation Agent, Q VSCode IDE). Currently developing 2 major 'market-moving' Agent-based offerings for Re:Invent 2025.</li><li>• Presented product/design concepts to C-Suite executives for agent-based software development and new AI interaction metaphors, championing human-centered considerations during critical strategic planning sessions.</li><li>• Established a cross-functional working group defining the core behavioral framework for AWS 'Agentic' systems, creating a comprehensive interaction language, shared UI components, and congruent mental-models for product development and marketing.</li><li>• Led cross-functional teams to create foundational AI products with human-centered principles, advocating for grounded theory and first-principles approaches to product strategy.</li><li>• Developed and implemented a modern shared UI design system driving the evolution of contemporary visual language across our next-gen web and IDE developer experiences.</li><li>• Spearheaded team management research identifying operational friction points and collaboration challenges, resulting in Design team growth of +40% and implementing strategic human-centered methods at the organizational level.</li></ul>	
<b>Principal, Founder</b> Humanistic	May 2015 - Jan 2024 <i>Toronto, ON, Canada</i>
<ul style="list-style-type: none"><li>• Led 16+ high-impact emerging technology projects, guiding cross-functional teams to create innovative products for intelligent applications and spatial computing while demonstrating expert problem-solving in complex, ambiguous contexts.</li></ul>	

- Pioneered novel ML-mediated interaction models incorporating GenAI, NLP/NLG, computer Vision, and predictive analytics, with hands-on design execution that created adaptive, personalized user experiences across platforms.
- Developed AI/ML-specific design methods and frameworks that balanced technical capabilities with business goals, ensuring scalable and consistent product integration while crafting visually compelling interfaces.
- Established strategic partnerships with C-Suite executives and technology leaders, effectively articulating complex AI/ML design concepts and advocating for human-centric, ethical product strategies.
- Mentored dozens of designers and researchers in AI/ML product contexts, elevating team capabilities in delivering empathetic solutions while promoting a culture of excellence in AI/ML experience design.

Past Roles

• <b>Senior Interaction Design Manager</b> , Kinetic	<i>Toronto, ON, Canada - Apr 2014 - May 2015</i>
• <b>Senior Product Designer</b> , Pivotal Labs	<i>Toronto, ON, Canada - Oct 2013 - Apr 2014</i>
• <b>UI/UX Designer</b> , Xtreme Labs	<i>Toronto, ON, Canada - Nov 2012 - Oct 2013</i>
• <b>Industrial Designer</b> , RIM/Blackberry	<i>Mississauga, ON, Canada - Apr 2011 - Nov 2011</i>

Relevant Projects

- **Amazon Q:** Led design for multiple AWS products and AI-powered next-gen developer experiences: Q Software Development Agent, Q Code Transformation Agent, Q VSCode IDE Plugins, all of which incorporate state-of-the-art Agentic Gen AI/ML capabilities.
- **LG:** Invented a multi-modal interaction model and intelligent mesh system for connected home devices, allowing them to work together as a team and recognize remote hand-gesture, eye-gaze, and voice input in ambient/environmental computing experiences.
- **Confidential Smartphone OEM:** Envisioned and designed a spatial computing OS for AR/VR devices, focusing on CV + ML-enabled human input modalities (eye-gaze, hand gesture, voice) to create intuitive and seamless user interactions.
- **Huawei:** Prototyped OS-level collaboration tools and features for desktop, mobile, and TV platforms, which used ML to enable real-time, hybrid, in-person, and location-agnostic collaborative workspaces across devices.
- **Autodesk:** Designed key interactions, flows, and functional concepts for a cutting-edge Generative AI 3D design software which combined generative design, topology optimization, with AI-driven finite element analysis, physics solvers, and genetic algorithms for innovative design solutions.
- **Audi + Huawei:** Envisioned a unique AI-powered occupant emotion detection/response system, leveraging cognitive science and children's play behaviors to create empathetic and responsive in-car experiences.
- **LG + ElementAI:** Developed AI strategic foresight scenarios for LG's upcoming smart appliance portfolio, and an industry-standard appliance autonomy framework to underpin their AI-enabled smart home strategy.

Education

<b>Research Ethics, Certification</b> , TCPS 2: Core	2024
<b>Futures Design, Certification</b> , Bespoke Copenhagen	2020
<b>Framework Darwinism Masterclass, Certification</b> , Studio D Radiodurans	2020
<b>Sensemaking for Impact Masterclass, Certification</b> , Studio D Radiodurans	2020
<b>Field Research Masterclass, Certification</b> , Studio D Radiodurans	2018
<b>Industrial Design, Bachelors of Design</b> , OCAD University, <i>w/Honors</i>	2011

Extra-Curricular

- **Forage:** Currently building a prototype with Cursor/Windsurf + Langgraph and other AI tools for a side project based on Agents, LLMs, and RAG to enhance prior art search, product research, and sense-making for innovators, product managers, designers, and researchers.