

Matt Fangman

Design Thinking & Experience Strategy Leader

Driving Innovation Through Human-Centered Design

Contact Information

91 Maritime Way, Round Rock, TX 78681

512-426-3252 • mf@mattfangman.com • mattfangman.com • [LinkedIn Profile](#)

Professional Summary

Strategic design leader with 25+ years of experience transforming complex business challenges into human-centered opportunities. Proven track record of leading global initiatives for Fortune 500 companies, building scalable design thinking programs, and delivering measurable results. Skilled in driving innovation, operational excellence, and collaboration across industries.

Key Highlights

- **Leadership in Design Thinking:** Built and scaled design thinking programs activating 5,000+ professionals, driving innovation and cross-functional alignment.
- **Strategic Framework Development:** Delivered frameworks such as IBM's Design Adoption Framework and Genesys' design thinking practice, enabling enterprise-scale transformation.
- **Measurable Impact:** Spearheaded initiatives resulting in \$1.3B ARR growth, increased customer satisfaction, and streamlined operations across global teams.
- **Operational Excellence:** Designed scalable systems fostering efficiency and creativity while maintaining a user-centric focus.

Selected Achievements

- Educated 5,000+ employees in Genesys Design Thinking, supporting \$1.3B ARR growth and driving AI solutions contributing to 10% of new revenue.
- Developed a two-year user-centric roadmap enhancing agent satisfaction, enabling 85+ \$1M+ enterprise deals, and boosting customer retention.
- Aligned Genesys-AWS partnership messaging, driving multiple \$5M+ ACV deals and strengthening market leadership in Experience-as-a-Service.
- Addressed 46 dispute types, recovering a portion of \$20M in delayed revenue and improving customer satisfaction through systematic solutions.

Professional Experience

Genesys

Senior Director, UX Strategy

May 2024 – October 2024

- Designed cross-product experience strategies to align with company vision, reducing friction and misalignment across teams.
- Facilitated user journey mapping and service blueprinting, aligning product development with user needs, and increasing efficiency.
- Evangelized human-centered practices through workshops and documentation, enhancing collaboration across Product, Engineering, and UX teams.

Senior Director, Design Thinking & Education

November 2019 – April 2024

- Implemented a company-wide design thinking practice, activating 5,000+ employees and empowering 700+ practitioners, 40+ coaches, and 40+ executives.
- Partnered with C-suite leaders to align strategies with business goals, fostering collaboration across Product, Sales, and Customer Success teams.

- Delivered measurable results, including AI-driven initiatives contributing to over 10% of new revenue.

IBM

Program Director, Design Adoption Framework

October 2016 – November 2019

- Led the creation and delivery of the Design Adoption Framework, helping enterprise companies scale human-centered design practices.
- Delivered transformation engagements with AT&T, Etihad Airways, and Edward Jones, driving innovation and business alignment.
- Created playbooks and best practices for design transformation, accelerating adoption and enabling internal teams to lead initiatives.

Design Practice Manager

June 2015 – September 2016

- Defined and refined user-centered design techniques across IBM Cloud, ensuring adoption of toolkits and frameworks within product teams.

AT&T

Creative Director, Digital Design & User Experience

October 2011 – May 2015

- Directed digital merchandising efforts for AT&T's B2C and B2B experiences, driving consistency and delivering impactful results.
- Coordinated successful Apple product launches, outperforming competitors and achieving a 5:1 sales ratio for the iPhone 5.
- Expanded and mentored a design team, growing the group from 6 to 30+ members while raising design quality standards.

Education

University of Nebraska-Lincoln

Bachelor of Fine Arts (BFA)

Certifications

- Genesys Design Thinking Coach
- IBM Enterprise Design Thinking Leader
- Enterprise Design Thinking for AI
- IBM Blockchain Consulting
- Agile Explorer

Skills

Core Competencies:

Design Thinking, Service Design, Strategic Planning, User Experience Design, Learning & Development

Technical Tools:

Miro, Adobe Creative Suite, Microsoft Office Suite

Portfolio

Visit mattfangman.com for work samples and additional project details.