Max Zabramny

Director of Product Design

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Summary

Hands-on Product Design Director with 20+ years leading design and research organizations. Have built design teams from the ground up as the first designer and player-coach, as well as leading large multi-disciplinary teams of design, content, and research at large-scale tech organizations. Focused on empowering design orgs to use AI tools in a complementary way to their process, as well as building conversational products.

Experience

Product Design & Strategy Consultant — Aug 2024 — Present

Zabramny LLC

- Consult startups and leading brands, with engagements spanning product strategy, fractional design leadership, org design, and brand strategy.
- Redesigned the patient journey for a children's hospital, including a 30-ft interactive video wall, an experiential infusion mood room, and a therapy pod for patients and staff.
- Led personalization strategy and shipped the first conversational product for a mental health marketplace, improving provider matching.
- Designed an LLM-based platform giving patients unified access to their health records and proactive health projections for an early-stage healthcare startup.

Head of Product Design — Aug 2024 — March 2026

PanasonicWell

- Led Experience Design for Umi, the first AI-powered family wellness coach, building and managing a team of 5 product designers and 2 UX researchers from the ground up.
- Led development of a custom conversational model grounded in motivational interviewing, shaping how Umi coaches behavior change and builds trust with families.
- Directed a trusted tester program with hundreds of families ahead of launch, achieving 79% CSAT, 81% ease-of-use, and 92% reporting a change in wellness behavior.

Product Design Manager — Jul 2020 — Aug 2024

Meta

- Led a team of 5 product designers across Meta's internal professional development products, including career management, internal job mobility, mentorship, and internal profile — used by 35,000 employees and established as the company's go-to destination for internal mobility.
- Led a team of 5 product designers for the Shops Merchant Platform across Instagram, Facebook, and WhatsApp, defining experience strategy for mobile sellers and Creators launching their own shop.
- Grew the platform to 250M active shops within its first year, with participating brands seeing traffic spikes of up to 2,666%.

Head of Product & Design — Jan 2020 — Apr 2020

Rise

- Co-founded a startup reinventing recruiting by matching candidates on shared personal values and enabling asynchronous video-based communication, leading a 4-person team across design and engineering.
- Designed the platform's core matching approach around the science-backed Acceptance and Commitment Therapy (ACT) values model.
- Owned MVP definition, branding, product design, and roadmap; raised a seed round from original investors in Indeed before winding down operations amid COVID-19.

Head of Product Design
Jun 2018 — Jan 2020

Bond

- Hired and led a 6-person product design team across 3 product verticals (2 digital, 1 physical) for a personal-safety platform, spanning offices in NY and Tel Aviv.
- Defined design vision and strategy grounded in deep psychographic research and qualitative findings.
- Pioneered a research methodology that simulated real-world unsafe scenarios, capturing authentic in-the-moment feedback on how people used the app under stress.
- Partnered with the VP of Product, Head of Engineering, and CMO to define the product roadmap.

Design Director, UX
Apr 2015 — May 2018

AKQA

- Built and led AKQA's NY UX practice, growing and managing a 12-person multi-disciplinary product and experience design team.
- Directed design across consumer-facing engagements for Verizon, Volvo, American Express, IBM, and Maserati, delivering work at the intersection of brand, product, and emerging technology.

Director, Interaction Design
Mar 2014 — Apr 2015

Method

- Led and grew the UX team from 1 to 7 people, providing overall user experience direction and strategy across projects in the NY studio.
- Co-led the definition and delivery of a global omni-channel experience strategy for McDonald's, shipping the McDonald's Ordering App and Kiosk.

Associate Experience Director
May 2013 — Mar 2014

Razorfish

User Experience Lead
Jul 2011 — May 2013

Control Group

User Experience Lead
Dec 2010 — Jul 2011

Schematic

Associate Director, Interaction Design
Jun 2006 — Dec 2010

Organic

Skills

Design Leadership
Team building & hiring, leveling and career frameworks, performance management, design operations, roadmap & OKR planning, engagement scoping, design impact measurement, cross-functional partnership with Product & Engineering.

AI-Native Design
AI-assisted prototyping with Figma and Pencil, vibe coding and shipping end-to-end products and platforms, conversational experience design, and coaching teams and the broader org on AI-native workflows.

Product Design
Product definition, end-to-end product design in Figma, interaction design, information architecture, prototyping, and service blueprinting.

Research
Generative and evaluative research, usability testing, research repositories, experimentation and analytics literacy.

Design Systems
Strategy and governance, component libraries, design tokens, contribution models, and accessibility to WCAG 2.1 AA.