

Nasser Elsamadisy

Roanoke, TX | elsamadisy.com | elsamadisy@gmail.com | linkedin.com/in/elsamadisy

SUMMARY

AI Agent Architect and product design leader working the seam where multi-agent systems meet the product design process. I architect agent teams, orchestration, and the supporting tooling, wire them into how products get designed, and coach designers and non-designers alike on drawing real leverage from AI. Underneath sits over a decade of product design leadership across enterprise software, insurance, healthcare, and gaming: research, strategy, design systems, journey mapping, workshop facilitation, and the cross-functional collaboration that carries work from concept to launch.

CORE COMPETENCIES

Multi-Agent System Architecture | AI Agent Orchestration | AI-Assisted UX & Human-in-the-Loop Design | AI Enablement & Coaching | Design Systems Architecture | Journey Mapping & Service Blueprints | UX Strategy & Vision | Product Design Leadership | Workflow Architecture | UX Research Oversight & Synthesis | Workshop Facilitation | Design Sprints | Accessibility & Inclusive Design Advocacy | Agile Product Development | Cross-Functional Collaboration | Stakeholder Alignment & Influence | Executive Communication & Storytelling | Team Building & Mentorship | Strategic Thinking & Decision-Making | Critical Thinking & Problem-Solving | Empathy & User Advocacy | Influencing & Negotiation | Active Listening & Feedback Delivery | Curiosity & Continuous Learning | Adaptability & Flexibility | Authenticity & Trust-Building

TECHNICAL SKILLS

Claude | Claude Code | Cursor | Multi-Agent Orchestration | Figma | Design Systems | Design Tokens (Primitive & Semantic Variables) | Adobe CC (Photoshop, Illustrator) | Wireframes | Prototypes | Personas | Journey Maps | Service Blueprints

EXPERIENCE

Goosehead Insurance

AI Agent Architect specializing in UX and Product Design · Westlake, TX | 10/2025 - Present

- Architect multi-agent systems - the agent teams, the orchestration, and the supporting tooling - and wire them into how products actually get designed.
- Rebuilding the design system from the ground up after inheriting a vendor-delivered version with extensive accessibility and structural defects, establishing the primitive and semantic variable architecture it never had.
- Built an AI agent team to drive the migration, translating the legacy system into the new architecture while cutting bloat, so designers and developers work from one system instead of translating between them.
- Build new workflows for how consumers shop for and bundle insurance across many carriers.
- Build workflows, knowledge vaults, memory logic, and reusable skills in Claude to give the UX team AI capability it did not have.
- Coach designers and non-designers alike on drawing real leverage from AI, assembling agents into reliable teams, and building experiences on top of AI; mentor junior designers and influence lean collaboration across product, engineering, and design.

R1 RCM

Lead Product Designer · Remote | 10/2024 - 03/2025

- Strategic design leader, driving innovation, collaboration, and impactful design outcomes across teams.
- Introduced AI into the team's design workflow, cutting design iteration cycles by 40% and elevating the organization's design maturity.
- Mentored junior and senior designers as well as design managers into outcome-driven design thinking; 7 designers advanced to senior roles under my mentorship.
- Introduced 3 new methodologies to the design practice.

Improving Agility

Principal Product Designer · Remote | 07/2024 – 08/2024

- Built and maintained the design system for an undisclosed product.

Bungie

Sr. UX Designer · Remote | 09/2022 – 11/2023

- Spearheaded UX design for Destiny 2, focusing on HUD buff/debuff updates and the Vault from Orbit feature.
- Facilitated workshops and conducted discovery research, qualitative research, and data synthesis.
- Performed stakeholder and user interviews, aligning intercompany teams on UX initiatives.
- Contributed to the design system, HUD, and menu designs.

Kyndryl

Lead Product Designer · Austin, TX | 07/2021 – 09/2022

- Lead UX designer for Kyndryl MCMP (Multi-Cloud Management Platform), Service Provider edition.
- Rebuilt the platform design system and improved accessibility across the product.
- Defined information architecture and interaction flow, presenting conceptual diagrams, wireframes, and prototypes to key stakeholders.
- Conducted user research and interviews to validate product concepts; produced requirements, research findings, journey maps, and user profiles.

Ascension

Sr. Product Designer · Austin, TX | 01/2020 – 02/2021

- Principal designer for the case tracker application.
- Led user research including on-site observations as well as user and stakeholder interviews.
- Ran workshops with clinical informaticists, product managers, designers, and developers in an agile environment.

Dell

Sr. Product Designer · Round Rock, TX | 06/2014 – 01/2020

- Designed Dell's B2B ERP self-onboarding Testing Validation product – the workflow enterprise customers use to verify their systems work before going live: 50% less time per integration, 20% more leads, and a record self-service integration of 33 minutes, down from 6–8 weeks.
- Achieved a 25% increase in conversion for Precision workstations through design changes.
- Led the Alienware.com redesign, more than doubling the original revenue-per-visit target.
- Improved accessibility across Dell.com through heuristic evaluations and design system changes.
- Championed balanced teams in collaboration, discovery, research, and data synthesis.

CERTIFICATES

NNG Certificate – UX Management, UXC #1061411

EDUCATION

Master's in Interactive Technology – Southern Methodist University, Dallas, TX

Fine Arts – Utah State University, Logan, UT