

Marco van Hylckama Vlieg

STAFF PRODUCT DESIGNER / DESIGN ENGINEER | AI-NATIVE PRODUCT DEVELOPMENT

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PROFESSIONAL SUMMARY

Staff-level product designer and AI-native design engineer who turns ambiguous product problems into validated experiences and production software. Combines product strategy, interaction design, user research, systems thinking, and agentic development from concept through launch. Shipped native iOS subscription products, built coded systems that accelerated design and engineering, and designed an A/B-tested commerce experience that generated \$25M in annualized incremental revenue. Experience spans AI, commerce, voice, mobile, enterprise tools, and consumer products at Kohl's, Google, Walmart Labs, Yahoo, and independent ventures.

CORE SKILLS

Product design: Product strategy, interaction design, design systems, rapid prototyping, user research, information architecture, UX experimentation, A/B testing, accessibility, visual design

Engineering: Agentic software development, JavaScript, TypeScript, React, Next.js, Swift, HTML/CSS, Material UI, Tailwind CSS, REST APIs, SQL, Git/GitHub, Vercel

AI and tools: AI product design, OpenAI APIs, Google Cloud, Figma, Adobe Target, AI-assisted research, prototyping, and implementation workflows

EXPERIENCE

Kohl's | Senior Product Designer

Feb 2021 - Present

- Designed and launched a new cart-confirmation experience that generated \$25M in annualized incremental revenue when A/B tested against the existing experience using Adobe Target.
- Led product design across cart, checkout, wallet, account, and in-store self-checkout experiences spanning web, mobile web, and native applications.
- Transformed undocumented, highly complex product-attribute logic into an understandable CMS architecture and working application, giving product, design, and engineering stakeholders a shared model of the system.
- Built the CMS prototype with Next.js, React, TypeScript, Material UI, MUI Data Grid, and dnd-kit, shortening design iteration and giving engineers real application code and production-aligned components as their starting point instead of a static Figma handoff.
- Built high-fidelity prototypes and ran UX experimentation and user research to validate commerce concepts before implementation.
- Established generative AI practices within the design organization through coded prototyping, prompt libraries, workflow development, teaching, and hands-on experimentation.

AI-Created | Independent Product Designer & AI-Native Design Engineer

Jan 2025 - Present

Concurrent independent product lab | Portfolio: ai-created.com

- Designs and ships AI-native subscription products end to end, owning product strategy, UX/UI, agentic implementation, API integration, testing, App Store release, and iteration.
- Released Afterword, a native Swift iOS subscription app for AI-supercharged personal voice journaling, using Google Cloud and OpenAI APIs.
- Released The Last Calorie Tracker, a polished native Swift iOS subscription app for AI-assisted food logging through text, voice, and photos.
- Created ai-created-ui, a shared React, TypeScript, Tailwind CSS, and Headless UI design system with 19 production components used across multiple live applications.

EXPERIENCE CONTINUED

Walmart Labs | Principal Design Technologist; later Principal Product Designer 2019 - 2020

- Created a production-realistic voice-shopping prototype that demonstrated how conversational interfaces and machine-learning recommendations could support complex commerce journeys, enabling stakeholders to evaluate the interaction model before production investment.
- Partnered directly with machine-learning teams on discovery and recommendation systems, translating technical capabilities into understandable customer experiences.
- Designed high-fidelity mobile-web commerce experiences within Walmart's design system and visual language.

Google | Staff UX Engineer 2014 - 2019

- Built a high-fidelity Google Assistant research platform that simulated native voice interactions using speech recognition, text-to-speech, and a researcher-controlled backend with live intervention.
- Accelerated concept validation for the Google Assistant team by allowing researchers to test realistic experiences with users without first engineering every concept as a native product feature.
- Created working prototypes for Google Cloud AI, Android, Google Travel, and emerging AI interfaces to resolve interaction questions and inform product direction.
- Ran design sprints and UX brainstorms, conducted user research, and collaborated across design, engineering, content strategy, and research.
- Mentored and trained designers in HTML, CSS, and JavaScript so teams could express and test interaction ideas through working software.

Yahoo | UX Prototyping, Design Management & Front-End Engineering 2007 - 2014

- Progressed through Director of UX Prototyping, Senior UX Manager, Staff UX Prototyper, and front-end engineering roles across Yahoo's US and UK organizations.
- Led UX prototyping, design ideation, and concept development for Frontpage, media, personalization, and international product initiatives.
- Directed production-realistic prototypes using live data and advanced interaction concepts for audiences ranging from product teams to executive leadership.
- Collaborated with designers and engineers across the United States, United Kingdom, India, France, and other international offices.

RECOGNITION, SPEAKING & PUBLICATIONS

- Yahoo EU Hack Day - Best of Show; multiple Yahoo US internal hack-day wins; finalist in the Yahoo YEureka! innovation program.
- Keynote speaker and panelist at Imagine AI Live.
- Author of a Master Class book on PHP.