Marco van Hylckama Vlieg

**Senior Product Designer | Generative AI Strategist | UX Leader**

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**Professional Summary**

Creative technologist, visionary product designer, and hands-on AI pioneer with over two decades of experience leading breakthrough UX innovation at companies like Google, Walmart, Yahoo, and Kohl’s. I combine design leadership, frontend engineering, and generative AI to unlock bold new possibilities in product experiences from mobile commerce to voice UI, from ML-powered systems to AI-generated content.

At Kohl's, I've led a transformation in how designers work with AI, scaling education, building tools like prompt libraries and chatbots, and prototyping with LLMs. I'm passionate about the intersection of human-centered design and machine intelligence and I love empowering teams to break creative boundaries using cutting-edge AI.

If you're ready to rethink what's possible in product design, let's build it.

**Core Strengths**

Product & UX Design:
UX Architecture, Mobile & Web Design, Interaction Design, Voice UI, Accessibility, Internationalization, Design Systems

AI & Technical Prototyping:
Generative AI Workflows, High-Fidelity AI Prototyping, LLM Tools (ChatGPT, Claude, Gemini, LLaMA, Mistral), Synthetic Chatbots, Prompt Libraries, Video Generation (RunwayML, Luma Labs, Kling AI)

Leadership & Strategy:
Design Leadership, Cross-Functional Collaboration, UX Mentorship, Innovation Culture, Agile Product Teams, AI Education

**Tools & Platforms**

UX & Design: Figma, Miro, Sketch, Adobe Illustrator, Adobe Photoshop, Figma Make, Lovable
AI & Generative Tools: ChatGPT (Enterprise + Custom GPTs), Claude, Gemini, Midjourney, Leonardo AI, Stable Diffusion (with checkpoint training), RunwayML tools, Eleven Labs, Suno, Udio, Luma Labs, Kling AI, Hailuo AI
AI Development & Prototyping: OpenAI Codex, Augment Code, Google Gemini, Microsoft Visual Studio Code (with AI plugins), Vercel AI SDK + Edge Functions, Whisper, LangChain, AutoGen, synthetic user simulators, prompt library builders, Next.js AI integrations
Dev & Web Stack: Next.js, Tailwind CSS, OpenAI API, Google Cloud APIs, HTML, CSS, JavaScript, PHP (LAMP stack), Git, Node.js, serverless architecture (Vercel), REST APIs, Android Studio

**Professional Experience**

**Kohl’s** Senior Product Designer & Generative AI Specialist (2021 Present)
- Lead UX for Cart & Checkout, Wallet, Account, and in-store self-checkout
- Spearheaded generative AI integration across the design org
- Built prompt libraries, trained teams, led AI video production
- Developed high-fidelity AI prototypes using LLM tools
- Mentored team members and helped scale UX strategy

**Walmart Labs** Principal Product Designer / Design Technologist
- Designed mobile and voice shopping experiences
- Collaborated on ML-powered recommendation UX

**Google** Staff UX Engineer / Prototyper
- Built prototypes for Google Cloud AI, Assistant, Android
- Led UX sprints and developed research tools

**Yahoo!** Director of UX Prototyping & Sr. UX Manager
- Led global team, oversaw UX for rebrand and personalization
- Multiple Hackathon wins, YEureka finalist

Early Career
- Led engineering teams for multilingual portals and CMS
- Authored PHP book, taught Linux/web dev courses

**Recognition & Highlights**

- Founding Member & Speaker, Imagine AI Live 2024 & 2025
- Led AI education programs and AI tools at Kohl’s
- AI video production and generative T-shirt design
- Multiple Hackathon wins, published AI music
- Influencer (@AIandDesign on X), RunwayML CPP and many other partner programs

**Languages**

English (Fluent), Dutch (Native), German (Intermediate), Spanish (Reading Proficient)

**Education**

**University of Twente, Netherlands** Educational Science & Technology (incomplete, launched career early)

**Let’s Work Together**

I'm passionate about design, AI, and building standout digital experiences.
Lets connect: marcovhv@gmail.com | <https://ai-created.com> | <https://x.com/AIandDesign>