



# CARLY CULLEN

AI PRODUCT MANAGER & DESIGNER

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## WORK EXPERIENCE

### Senior Manager, AI Product Manager & Designer | Clarendon Partners, LLC

JULY 2025 — PRESENT (Arlington, VA)

- Lead digital product strategy, UX and AI experience design while building the firm's dedicated UX Service Line across product management, experience strategy, design thinking, and design systems.
- Embedded as a Senior Product Manager and Designer at Freddie Mac Multifamily, leading discovery and delivery of digital customer and employee experiences across lending, underwriting, and operations. Partner with product, engineering, and business stakeholders in an agile environment to define vision, roadmaps, and releases.
- Created foundational product and AI frameworks, including AI Opportunity Identification and AI Actor Personas, driving a consistent approach to discovery, research, and responsible adoption.
- Modernized the One Roof Design System and shipped AI-enabled workflows including retrieval augmented generation prototypes and intelligent search, working across risk, compliance, and audit to define Trusted AI governance at enterprise scale.

### Manager, AI Product Manager & Designer | KPMG

JULY 2021 — JULY 2025 (McLean, VA)

- Led product strategy and design for GenAI powered digital solutions and conversational agents across KPMG's internal platforms and enterprise clients, owning concepts end to end from discovery through launch.
- Delivered digital experiences, AI driven workflows, and advanced search for major financial institutions including Bank of America, JPMorgan Chase, and Truist, partnering with product and engineering teams in agile delivery.
- Led modernization of KPMG's global design system, integrating scalable UI foundations and design thinking practices that sped up delivery.
- Built research programs and responsible AI frameworks that aligned product, engineering, risk, and compliance teams around governed design patterns.

### UI & UX Design Analyst | Deloitte

JANUARY 2021 — JULY 2021 (Remote)

- Designed UX and UI improvements for the Commonwealth of Pennsylvania's public services platform, improving usability, navigation, and accessibility for diverse user groups.
- Delivered new features such as Calendar Integration and Case Management Search and improved onboarding and information architecture across the system.

## WORK EXPERIENCE (CONTINUED)

### Creative Project Manager & Designer | JUICE Pharma

FEBRUARY 2020 — JANUARY 2021 (New York, NY)

- Managed digital product and design projects end to end for Merck, Xtandi, Lutathera, and additional healthcare clients, partnering with cross-functional teams from kickoff through delivery.
- Led the UX and UI redesign of Xtandi's responsive website, improving accessibility, navigation, and content structure.
- Delivered cohesive digital experiences across web and print by collaborating closely with editorial, science, and engineering partners.

### Product Design & Development Specialist | Lifetime Brands

JUNE 2018 — FEBRUARY 2020 (Garden City, NY)

- Designed user centered products and packaging across kitchenware and home goods categories.
- Improved product positioning through branding and packaging enhancements.
- Collaborated with marketing, merchandising, and pricing teams across retail channels.

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## EDUCATION

### Carnegie Mellon University | M.A., Integrated Innovation for Products & Services

JANUARY 2026 — DECEMBER 2027 (Remote)

### SUNY Geneseo | B.A., Digital Media Communications

AUGUST 2015 — DECEMBER 2018 (Geneseo, NY)

### CareerFoundry | Certificate in UI, UX Design & Research

DECEMBER 2018 — DECEMBER 2019 (Remote)

## AWARDS AND ACCOLADES

### 2024 WLDA Awards Gala

- Nominated for the Rising Star Award at the 2024 WLDA Awards Gala
- KPMG recognized as Corporation of the Year

## LOOKING FORWARD

I'm looking for a lead role at the intersection of AI-driven product management, innovation, and design strategy, where I can shape next-generation digital experiences and guide teams through the full innovation lifecycle. I'm especially energized by roles centered on AI adoption, AI experience design, and bringing agentic workflows to life.

My background spans product management, AI strategy, product design, and research, along with enterprise product transformation across KPMG, Freddie Mac Multifamily, and Deloitte. I love working where design, technology, and business meet, and I'm at my best mentoring teams and building AI-powered products that create real impact.