Wicksell Metellus

Design Leader, Agentic Systems & AI-Native Experience Strategy

Seattle, WA · linkedin.com/in/wicksell

SUMMARY

Staff-level design leader with 15+ years driving user-centered strategy at Google and Amazon, now focused on the foundational systems, guidelines, and governance patterns that make agentic AI usable at enterprise scale. Currently defining logical business object standards, evaluation frameworks, and cross-functional operating models for Google Cloud's agentic transformation. Combines deep UX craft and design leadership with hands-on fluency across the modern AI tooling stack — building and shipping agents, not just designing around them.

EXPERIENCE

Google — Staff Interaction Designer

Oct 2020 – Present

Seattle, WA

- **Shipped agent, PDM workflows:** Own design and experience strategy for Google's first internal Partner Development Agent, automating high-friction PDM workflows — strategic account scorecards and propensity-to-buy analysis for build/ISV partners — that today cost 50+ Partner Managers an estimated 2,784 hours/year in manual data aggregation, with a roadmap to extend proactive coverage to 100k+ long-tail partners currently unserved.
- **Partner ecosystem design leadership:** Design lead for Google Cloud's first partner-facing agent and for the Partner Network Hub redesign and new partner program — the primary surfaces through which external partners interact with Google Cloud.
- **Governance + tooling for business data:** Author logical business object (LBO) guidelines now applied across 60+ LBOs spanning 5 internal business platforms, and build the horizontal agent that lets cross-functional teams discover, evaluate, and consume LBOs — removing friction from agent design and accelerating adoption across Google Cloud Business Platform.
- **AI-native prototyping infrastructure:** Built a prototyping environment on Jetski that lets cross-functional collaborators pair-program directly against Google's internal codebase (Google3), turning concepts into ready-to-ship apps and features without an engineering hand-off.
- **Quality & evaluation:** Lead definition of eval queries and golden outputs, establishing the quality benchmarks used to assess agentic experiences before launch.
- **Cross-functional operating model:** Run recurring xfn collaborative workshops with product, engineering, and research partners to define agentic experience roadmaps and decision-making patterns.

SureVoter — UX Advisor (Volunteer)

Feb 2026 – Present

Civic tech nonprofit — AI-powered, non-partisan voter information platform

- **Stood up an AI-native operating process:** Architected and implemented the organization's cross-functional collaboration model end-to-end, built on Claude Code and Claude Design, enabling a volunteer team to design and ship at a pace typically requiring a much larger staff.
- **Research automation:** Built automation for UX research workflows, cutting manual research overhead and letting a small volunteer team maintain a continuous research cadence.
- **Product vision:** Bring a user-centered, empathetic design approach to reducing informational "noise" in political content, in service of a non-partisan, bias-aware product.

Amazon

Jul 2015 – Oct 2020

Senior UX Designer, Associate Engagement

Oct 2019 – Oct 2020

– Lead designer for Amazon's associate coaching and performance experience; owned vision setting, partnered with product and research to surface associate needs, and worked closely with engineering to ship key features.

Senior UX Designer, Recipient Experience

Sep 2017 – Oct 2019

– Lead designer for post-purchase and post-delivery engagement in Your Orders; partnered across numerous internal teams to discover, define, and launch experiences centered on item ownership and self-service.

UX Designer, Customer Service Tech

Jul 2015 – Sep 2017

– Led the redesign of Your Account and Retail Help, including self-service tools spanning Fire TV, Fire Tablet, Echo, Prime Video, and Kindle.

School of Visual Concepts — UX Instructor & Mentor

Feb 2018 – Sep 2020

– Coached students in a professional UX program on coursework, portfolios, and live projects; mentored translation of design fundamentals into workplace-ready skills.

EARLIER EXPERIENCE

– **SproutLoud Media Networks — Sr. UX Designer / Front-End Engineer / Team Lead (2009–2015):** Led product team for a web-based marketing platform used by national brands including Menchie's and Dish Network; built application interfaces in JavaScript (jQuery), HTML, and LESS.

– **Affinity Group, Inc. — UI/UX Designer (2007–2009):** Designed customer-facing products and web apps for the hospitality and camping industry, partnering across product, marketing, and engineering.

– **Rabinovici & Associates — Multimedia / Web Designer (2006–2007):** Built interactive experiences for brands including Kodak, Motorola, and Del Monte across desktop, mobile, TV, and physical space.

SKILLS & TOOLS

Design & Strategy

Design Leadership · Interaction Design · Design Systems · Agentic UX Guidelines · Prototyping · Vision Setting · UX Research · Workshop Facilitation

Agentic AI & Tooling

Claude · Claude Code · Claude Design · AI Studio · Gemini · Gemini Enterprise · ChatGPT · Jetski · Prompt Engineering · Skill & Instruction Authoring · Agent Evaluation · Agentic Workflow Architecture

Technical

TypeScript · Angular · JavaScript · HTML · CSS · Sass · Front-End Prototyping

EDUCATION

M.S. Kent State University, User Experience Design

B.S. The Art Institutes, Media Arts & Animation

A.S. The Art Institutes, Web & Interface Design

PATENTS & PUBLICATIONS

2020 Storage Compartment Vehicles, U.S. Patent 10,538,190

Nov 2024 Artificial Intelligence Agent for Contextual Guidance in Form Filling, Google Technical Disclosure Commons