

Everett Swain II

AI Experience Design Director

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SUMMARY

Design leader with 13+ years shaping customer and employee experiences across enterprise AI, fintech, e-commerce, and logistics. Founded two companies at the intersection of AI and design—training 500+ designers and delivering AI solutions for Fortune 500 clients. Proven track record leading AI transformation initiatives that drive measurable business outcomes: 18% containment increase, 37% escalation reduction, and \$70M+ product launches. Specializes in conversational AI, agentic systems, and human-AI collaboration design.

EXPERIENCE

Founder & Principal

Hour Table — AI Experience Agency | Dec 2023 – Present

- Founded AI experience agency delivering conversational AI agents, workflow automation, and AI transformation consulting to entertainment, finance, and small business clients
- Designed and delivered Executive AI Immersion programs for entertainment industry leaders, bridging strategic AI fluency with hands-on implementation
- Created the 'Hour Playbook' methodology—a Universal Experience Design™ framework for AI-human collaboration spanning task analysis, ground rules, and feedback loops
- Built secure-by-design AI solutions with private cloud instances, air-gapped protocols, and ethical AI best practices for enterprise clients

Founder

UXD Academy — AI & Design Education | Jan 2018 – Present

- Built an AI experience design education platform with curriculum covering conversation design, prompt engineering, automation systems, and rapid prototyping
- Developed and deliver 'AI Experience Design: The New UX' workshops and speaking engagements positioning UX professionals for the AI era
- Created partnerships with school districts (District 28, Inglewood) and enterprises for AI/design upskilling programs
- Pioneered 'GXD Apprenticeship Program' model later adopted by Wayfair's Global Experience Design team

Sr. Conversational AI Designer

Guardian Life Insurance | Sep 2023 – Sep 2025

- Lead AI experience design for Hugo, Guardian's multimodal AI assistant deployed across IVR, web chat, SMS, and mobile channels serving millions of policyholders
- Drove AI transformation of Individual Markets Contact Center IVR to IVA, achieving 18% containment increase and 37% reduction in agent escalations
- Architected the Human-AI Experience Design Library for Guardian's design system, establishing patterns for conversational AI deployment across business units

AI & TOOLS

Claude / Anthropic
AWS Bedrock
Voiceflow / Retell / Vapi
n8n / Zapier
Microsoft Copilot
V0 / Figma Make
Amelia (IPsoft)

DESIGN TOOLS

Figma / FigJam
Adobe Creative Suite
Jira / Confluence

CORE COMPETENCIES

Conversational AI Design
Prompt Engineering
Agentic Systems Design
AI Transformation
Design Ops & Strategy
Service Design
Design Systems
Team Leadership
Workshop Facilitation
Stakeholder Management

EDUCATION

Graphic Design, BA

St. Edward's University
Class of 2012

AWARDS

2022 Webby Award

Wayfair on Air, 2x Winner

2016 AVA Digital Award

Viverae Inc, 3x Platinum

SPEAKING & TEACHING

AI Experience Design
workshops & keynotes

DaVinci International
Film Festival

- Facilitated Gen AI proof-of-concept workshops with Claude and AWS Bedrock for Guardian Investments, collaborating with cross-functional stakeholders
- Created Design Ops and SOPs documentation defining design team competencies, approval processes, and agile integration patterns

Sr. Product Design Manager

Wayfair | Apr 2021 – Mar 2023

- Launched and managed Global Experience Design Apprenticeship Program, achieving 80% conversion rate of apprentices to full-time Product Designers
- Co-created strategic vision for Wayfair App and Merchant Ops in Physical Retail, driving alignment across product and design leadership
- Launched RATT 2.0 inventory management system, reducing bulk upload time by 38-75% for physical retail operations
- Led CX overhaul for PDP, Cart, and Checkout on Wayfair US App, establishing design standardization across platforms
- Implemented Design Ops processes achieving 22% reduction in meetings while improving cross-team collaboration

Sr. Experience Design Consultant

MCS – Robert Half | Jan 2021 – Sep 2023

- Facilitated design co-creation workshops for Allstate's 150-page intranet legacy replatform initiative
- Led lift and shift efforts for Prudential's Employer Buyer Portal redesign
- Co-created US Bank's Employee Career Development platform with cross-functional partners
- Led enhancement initiatives for US Bank's AI Onboarding Digital Assistant 'Eve' deployed in Microsoft Teams

Lead UX Designer

Worldwide Express | Jul 2019 – Apr 2021

- Successfully launched \$70M+ dual-sided shipping management product serving 25K+ shipments across 92K+ clients
- Established Service Design model for distributed team, achieving 40% productivity increase
- Advanced design maturity with design system governance model; achieved 78% adoption of Design Ops initiatives

Earlier Experience

- Sr. UX Designer, 7-Eleven (2019) — OS and management apps for 7MD mobile device; B2B components for Fresh design system
- Sr. UX Designer, RealPage Inc (2017–2019)
- UX/UI Designer, Virgin Pulse (2015–2017) — 3x Platinum AVA Digital Award winner