

Casey Hudetz

Design Leader · AI Strategist · Keynote Speaker

caseymhudetz@gmail.com · linkedin.com/in/hudetz · caseyhudetz.com · Chicago, IL

Senior Manager of Product Design at Docusign, leading teams at the intersection of AI and human-centered design. With a background in HCI, filmmaking, and teaching, I bring a rare mix of technical insight and storytelling to building digital products. Internationally recognized keynote speaker on AI, design, and speculative futures — from SXSW to Design Matters Copenhagen. My nonlinear path — from Peace Corps Paraguay to UX and emerging technology — shapes an empathetic, systems-minded approach to leadership and craft.

EXPERIENCE

2023 – Present
Docusign

Senior Manager, Product Design

Leading a team of five designers across 10+ product areas including AI features, Negotiation, Reporting, Notifications, Data Onboarding, and Metadata. Building high-agency design culture, scaling design systems, and integrating AI tooling through programs like the AI Accelerator and Product Builder initiative.

2022 – 2023
Docusign

Product Design Manager

Managed cross-functional design work for core product areas, establishing team rituals, design standards, and partnerships with product and engineering.

2021 – 2022
Docusign

Senior Product Designer

Individual contributor designing experiences for core agreement workflow products, contributing to the Ink design system.

2014 – Present
Independent

International Keynote Speaker / Trainer / Event Host

Speaking and facilitating on AI, design, public speaking, and speculative futures. Contributing author, *The UX of AI*. Developer of the BEAR Test AI evaluation framework.

- SXSW (x3), Gather Festival Stockholm, Design Matters Copenhagen, UXCon Vienna
- STRAT (x2), DDX, HCI International, IxDA, Speculative Futures
- Deloitte Digital, Sloan Kettering Cancer Center, Pratt Institute, DePaul University
- Semester at Sea, Stanford University, General Assembly, Docusign Tech Connect

2017 – 2021
Digitas North America

Senior Experience Designer

Led UX strategy and design for enterprise digital products and campaigns, partnering with product, technology, and strategy teams across major brand accounts.

2018 – 2021
General Assembly

Design Instructor

Taught UX design fundamentals, research methods, and portfolio development for career-changers and emerging designers.

2016 – 2017
MCD Partners

User Experience Designer

Designed digital experiences for financial services clients, contributing to strategy, wireframing, and interaction design.

2014 – 2016
DePaul University

Instructional Designer

Designed and developed online learning experiences for university curricula, applying UX and multimedia production skills.

2007 – 2011
Francis Parker School

Multimedia & Technology Instructor

Taught filmmaking, digital media, and technology to middle and high school students.

EDUCATION

DePaul University

M.S., Human-Computer Interaction

DePaul University

B.A., Psychology

MIT

AI: Implications for Business Strategy

Certificate

Harvard Business School
Online

Management Essentials

Certificate

Loyola University Chicago

Mini-MBA, Quinlan School of Business

Certificate

AREAS OF EXPERTISE

Design Leadership

Team development Design strategy
Design systems Cross-functional
partnerships

AI & Emerging Tech

AI product design Prototyping (V0,
Claude) AI evaluation frameworks
Human-AI interaction

Communication

Keynote speaking Workshop facilitation
Executive storytelling Writing & thought
leadership

RECOGNITION

2025

DocuSign Hackathon Winner

2020

Publicis Groupe Hackathon Winner

DePaul University

Outstanding Senior Leader - Vincentian Endowment Fund Grant - Implicit Bias Research Study Grant
