


## Linton Small

**Creative & Product Design Director | AI Frameworks, Agent Workflows & Prototypes**

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### SUMMARY


Design leader with 20 years across broadcast, agency, and enterprise work, including regulated products. Most recently Group Creative Director at EY Studio+, leading teams of 5-10 practitioners in a 40+ person studio for Fortune 500 clients. Now independent, designing and building AI frameworks, coordinated agent workflows, and interactive prototypes where agents handle the legwork and named humans own every decision. Developing Agent Flow, a framework for transparency, accountability, and trust in human/AI collaboration.


### CORE EXPERTISE

**AI Build:** Agentic AI, Coordinated Agent Workflows, AI Frameworks and Accelerators, Conversational UX, Human-in-the-Loop, AI Transparency, AI Evaluation
**Prototypes:** Interactive Demos, Kiosk and Tablet Experiences, Light Mobile Apps, Real and Synthetic Data
**Product & Experience:** Creative Direction, Product Design, Experience Strategy, Design Systems, Accessibility
**Leadership:** Team Building, Workshop Facilitation, Executive Advisory, Product Strategy, Staff and Contractor Resourcing
**Business:** Business Transformation, Financial Services, Regulated Environments, Cross-Functional Leadership
**Tools:** Figma, Figma Make, Claude Code, ChatGPT, Replit, Netlify, GitHub, Adobe Creative Cloud

### PROFESSIONAL EXPERIENCE

**LINTON SMALL (INDEPENDENT) - New York, NY**

***Independent Consultant*** | September 2026 - Present

- **Agent Flow:** developing a visual framework and live interactive demo for decision ownership, agent handoffs, human oversight, and traceability in regulated settings, shown with a healthcare workflow on synthetic data.
- Consult on and build AI accelerators for teams: coordinated agents around specific tasks, plus interactive demos and prototypes for kiosks, tablets, and light mobile apps using real and synthetic data. Lead hands-on workshops that teach design and product teams to work with AI agents.

**EY STUDIO+ - New York, NY**

***Group Creative Director*** | 2022 - August 2026

- Led multidisciplinary design teams across 20+ Fortune 500 projects, staffing 5-10 person teams across 2-4 concurrent engagements with 97% on-time delivery; doubled the studio to 40+ practitioners.
- Influenced $180M+ in new and expanded Fortune 500 engagements at a 65% pitch win rate.
- Designed an agent-assisted delivery workflow: specialist agents for research, synthesis, variants, QA, and logging, each with a defined brief, output format, and named human sign-off. Cut concept-to-prototype time 40%, rework 30%, and core-deliverable production time 40%.
- Partnered with EY's AI Market Activation team on enterprise AI initiatives; set governance, provenance, and trust standards for generative AI in design workflows.
- Led creative and product for the Four Futures of AI conference kiosk.

***Associate Creative Director*** | 2018 - 2022

- Directed product, visual, and experience design across enterprise engagements; established design systems, creative standards, and review practices; built and mentored multidisciplinary talent.

### EARLIER EXPERIENCE

- **EY Studio+**, Senior Visual & Product Designer, 2016–2018
- **Capco**, Visual & Product Designer (Citibank, Credit Suisse, TD Bank), 2015–2016
- **Freelance**, Broadcast branding and motion design, 2008–2015
- **Adjunct Professor**, Motion Design, School of Visual Arts, 2011–2012

### SELECTED ENGAGEMENTS

- **Comcast Business, Global Design System (Design System Product Lead)**: managed designers, librarians, and developers across 35+ applications; owned governance, stakeholder alignment, and adoption. 70% component reuse across 10 product teams; 40% faster design-to-dev handoff.
- **Talcott Financial Group (Creative Lead)**: rebrand, guidelines, and website; rebuilt legal forms as flexible templates, bringing legal and compliance into design early to speed form creation and review.
- **Apollo.com (Creative Lead)**: managed the design team, set creative direction, and oversaw the design system behind the unauthenticated experience.
- **Global retail bank mobile concept (NDA)**: creative and UX design lead, designed for trust in regulated work.

### EDUCATION

**BFA, Visual & Motion Design |** School of Visual Arts | 2008