

# Amir Khan

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0→1 product designer who thrives in ambiguity, aligning cross-functional teams around clear visions and delivering scalable, impactful solutions. My strengths include strategically collaborating with cross-functional teams and delivering solutions across platforms of products. I have shipped web and mobile apps for the US Government, Microsoft, VMware, Twilio.

## Sep 23 – Present Lead Product Designer at LiveRamp

- Launched self-service ad measurement across 4 product teams and 2 directors, generating **\$11M profit in 6 months**.
- Reduced build time from months to hours by defining agentic AI workflows.
- Created API and console error taxonomy consolidating issues into 6 actionable categories; **eliminated 400+ recurring monthly errors**.
- Led redesign of visual system and integrated workflows across **5+ product teams and 4 external platforms**.

## Mar 23 – Aug 23 Lead Designer at Bio-Rad (contract)

Rebuilt mobile interface using ProtoPie, reducing lab setup time from weeks to days.

## Aug 22 – Feb 23 Staff Product Designer at Twilio

- Redirected AI/ML roadmap by validating 22 product opportunities, contributing to **\$100K+ in savings** per mid-market customer.
- Defined monetization strategy for international SMS and internal tooling across 5 teams, forecasting **\$27M in annual revenue**.
- Delivered designs through **~40 discovery calls and usability studies**, collaborating with engineers, PMs, and ML scientists.

## Mar 21 – Aug 22 Product Designer at VMWare

- Shipped enterprise task-tracking tool that saved users **60 minutes per document** and **increased usage 5x** in 3 months.
- Guided the platform to adopt product metrics for iterative design, **saving hours** in interviews, while **enabling quantification** of outcomes.
- **Mentored 4 public-sector designers** in research, visual design, prototyping, and agile methods.

## Aug 18 – Feb 21 Previous Roles

- Shipped mobile and tablet-based products, including App Store launch for ThermoFisher.
- **Improved landing page CTR by 74%**; introduced in-app ads with **1% CTR lift** (~350 new users/day).
- Developed conference room experiences using Fluent Design for Logitech, Lenovo, Poly, and Yealink.
- Documented **100+ design components** and improved consistency across 14 product lines.

## Contract & Consulting

Ex-Google Stealth Startup, Kelley Blue Book, Isadora Digital Agency

- Delivered iOS financial wellness app from concept to handoff in **3 months**.
- Won **Kelley Blue Book** redesign pitch; built scalable design system for ad-tech and consistency improvements.

## Skills

### Strategy & Research

Jobs To Be Done  
User interviews  
Customer journeys  
Quantitative analysis  
Qualitative analysis  
UX research  
User testing  
Growth design  
Monetization  
Strategic alignment

### Design & Systems

Interaction design  
Responsive design  
Visual design  
Typography  
Grid systems  
Prototyping  
Design systems: iOS HIG,  
Material, Fluent

### Communication & Collaboration

Shared vision  
Storytelling  
Coaching  
Cross-functional facilitation  
Customer advocacy

### Tools & Platforms

Figma · Sketch · Origami ·  
ProtoPie · InVision · Adobe  
Creative Suite · Zeplin · Abstract ·  
Keynote · Jira · Confluence ·  
Adobe Analytics · Google  
Analytics

### Technical & Development

Lovable · Bolt.new · v0 · HTML ·  
CSS · HCI · AI/ML interaction  
patterns

## Education

UX Certificate,  
NNGroup

BS Biology,  
Cal Poly Pomona