

Amir Khan

www.amirkhan.co password redapple · amirkhan3@gmail.com +1 (562) 374-4215

I am a 0→1 designer that dives into ambiguous problems to create simplicity from complexity. My strengths include strategically aligning visions between cross-functional teams and delivering solutions across platforms of products. I have shipped web and mobile apps for the US Government, Microsoft, VMware, Twilio, and I'm not done yet.

9/23 – Present Lead Product Designer at LiveRamp

Collaborated across **4 xfn product teams and 2 directors** to launch self-service ad measurement within **3 months**, leading to **\$11M in profit**. Championed AI agentic workflows and interaction patterns. Validated AI use cases to reduce build time from **months to hours**, and **reduce 400 errors** per month. Researched, validated, and designed API and console error messages into **6 customer error types**. Reimagined visual design and integrations through partnerships with **4 platforms** and **5+ cross-functional** products.

3/23 – 8/23 Lead Designer at Bio-Rad (contract)

Redesigned interface for a mobile using Protopie to accelerate lab setup **from weeks to days**.

8/22 – 2/23 Staff Product Designer at Twilio

Partnered with director of product, engineers, and scientists to validate artificial intelligence and machine learning (AI/ML) product, pivoting the team to **22+ more impactful opportunities** that upsold packages and saved mid-market segments **\$100,000/customer**. Led strategy across **5 product teams** to monetize international SMS and automate internal tooling, projecting over **\$27M USD/year in profit**. Incrementally iterated designs via **~40 UX research activities** through data dashboards, customer feedback, and alignment across user-facing cross-functional teams.

3/21 – 8/22 Product Designer at VMWare

Iteratively designed and shipped an enterprise task tracking app that reduced user workload by **60 minutes per document**. Conducted design experiments and validation for new product ideas using high-fidelity prototypes, scaling **users 5x in 3 months**.

Guided developers and PMs to adopt metrics for data-driven decision-making. **Mentored and coached 4 designers** from the public sector in visual design practices, qualitative and quantitative research, visual design, prototyping, agile, and lean design frameworks.

8/18 – 2/21 UX Designer at Extron

Used Origami to prototype Microsoft Teams tablet experiences and introduced conference room connectivity using Fluent Design to Logitech, Lenovo, Poly, and Yealink mobile devices.

Documented over **100 components**, increasing consistency of **14 mobile and web products** while leading a 2-person design patterns team.

1/18 – 8/18 UX Designer at ThermoFisher Scientific

Launched a mobile application in the App Store with responsive components, reducing the barrier of entry. **Increased landing page click-throughs by 74%**. Introduced non-intrusive ads targeting search and navigation, **increasing click-through rates by 1% (up 350 users/day)**.

12/13 – 12/17 UX Designer at Access California Services

Mobile-first brand experience to improve conversions by 20% for **50+ mobile users per day**.

2017 – Present Freelance Consulting

Bio-Rad (current), Ex-Google Stealth Startup, Kelley Blue Book, Isadora Digital Agency

Pitched and won Kelley Blue Book's business to revamp a design system that included ad-tech and improved consistency. Concepted and handed off iOS financial wellness app in **3 months**.

Skills

Shared visioning & strategy
Writing and communications
Resilient and resourceful
Customer advocacy
Visual Design

AI / ML patterns
Responsive design
Interaction design
Grid systems
3D design
Visual design
Typography
Prototyping

Customer journeys
Service design
User flows
Personas
JTBD

Outcome oriented
Strategic thinking
Content design
Growth design
Monetization

Quantitative analysis
Qualitative analysis
User interviews
UX research
User testing

iOS HIG, Android Material,
Microsoft Fluent, design
systems, design patterns

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

CSS, HTML, HCI

Education

UX Certified,
NNGroup

BS Biology,
Cal Poly Pomona