

# Amir Khan

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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

Researched, validated, and designed API and console error messages with documentation, front-end, and back-end teams to improve clarity of **6 new customer error types**. Championed AI code editing and validated use cases to **reduce 400 errors** per month. Led design system integrations across **3 product platforms** and **10+ cross-functional** product partners.

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

Redesigned chemical picker experiences to accelerate lab setup time **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 interaction design practices, qualitative and quantitative research, visual design, prototyping, agile, and lean design frameworks.

## 8/18 – 2/21 UX Designer at Extron

Established collaborative partnerships with Microsoft Teams to introduce conference room connectivity and 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

**Increase 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  
Thought leadership

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