

AMIR RASHIDIFAR

Product Designer who ships the code

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I design in Figma and ship the result myself. Over the last year I have designed, built, and deployed a production AI product solo, in TypeScript, with Claude Code as a daily tool, on a real CI pipeline. Before that, seventeen years of enterprise SaaS product design across procurement, logistics, and legal, most recently leading design at iTradeNetwork. I am looking for the craft seat, not the org chart.

PRODUCTS I DESIGNED AND SHIPPED MYSELF

SyntheticMe

2025 to present

Solo designer and engineer. Next.js 16, React 19, TypeScript strict, Supabase Postgres, Tailwind, Vercel.

- An AI twin built from a two hour voice interview that answers only from the subject's own approved words, cites the exact second of the recording behind every claim, and says "I do not know" instead of guessing.
- Designed the interview protocol from the research literature (McAdams Life Story Interview, the Stanford American Voices instrument, Aron's escalation gradient), then encoded it as the product.
- Wrote every line: 14 routes, hybrid pgvector plus full text retrieval, row level security from the first migration, versioned prompt files, evidence gating enforced in the schema rather than the prompt.
- Set up the engineering discipline too: GitHub Actions running typecheck, lint, build, and Playwright end to end on every push, fixture based so the pipeline cannot lie, plus nightly live model verification and a nightly data archive.
- Built a Personal Turing Test surface so people who know me blind score the twin against me, normalized against my own two week self consistency. The fidelity claim is measured, not asserted.
- 42 commits, deployed and running. Rebuilt deliberately from a 21,000 line 2025 prototype I audited and threw away, down to roughly 6,600 lines.

Oshon

2025 to 2026

Density adaptive enterprise design system. Figma to shipped product, no engineers, no agency.

- Designed every component in Figma, then built and shipped the product itself with Claude as the pair.
- AI specific patterns as first class components: confidence thresholds, explainability loops, confirmation states for machine generated actions.

EXPERIENCE

iTradeNetwork, Dublin CA

2020 to present

Vice President of Product Design (2021 to present) · Director of Product Design (2020 to 2021)

- Built a generative design to code workflow, Figma to Angular, that raised delivery velocity 90 percent and took QA defects from 40 plus per release to near zero.
- Led UX for an AI powered automated purchasing suite: 95 percent less manual procurement effort, 40 percent lift in satisfaction, on predictive logic the design had to make legible.
- Created the enterprise design system that reached 100 percent adoption, and taught the design team HTML and CSS so the AI generated code they reviewed was actually good.
- Product win rate up 28 percent year over year. Release cadence moved from quarterly to monthly.
- Built and led a 12 person product design organization from scratch, including hiring, leveling, critique, and design QA.

Thomson Reuters, Culver City CA

2015 to 2019

Senior Product Design Manager · Principal Product Designer · Senior Product Designer (promoted three times)

- Architected the global design system behind 20 plus enterprise applications across 100 plus countries, the design language now used by products serving 92 percent of the Global 100 law firms.
- Consolidated eight legacy tools into one platform, enabling a pricing lift of more than \$1M per subscription per year.
- Cut enterprise onboarding from 22 months to 3 through user centered redesign. Win rate across major suites went from 30 percent to 80 percent.
- Grew the design organization to 60 plus across five countries, with accessibility standards (WCAG 2.1), versioning, and a contribution model.

BeyondVIP, Glendale CA

2011 to 2014

Co-founder and Head of Product Design. SaaS venue CRM and event automation. Acquired.

- Owned product, brand, UX, and the engineering roadmap from zero to acquisition. \$5M seed, \$50K MRR.

Strategic design advisor (contract)

2014 to present

- ZUUM Logistics: designed the early freight marketplace, contributed to a \$7M seed. CoreLogic: enterprise data platform modernization. Fandango: UI frameworks and prototype architecture.

HOW I WORK

Design Figma, design systems and tokens, interaction and IA, prototyping, user research and usability testing, accessibility (WCAG 2.1).

Build TypeScript, React, Next.js, HTML and CSS, Tailwind, Node, Postgres and SQL, Supabase, git and GitHub Actions, Playwright, Vercel. Reading and modifying Python comfortably; my shipped work is TypeScript.

AI as a tool Claude Code daily, in a real repo with a written engineering constitution, CI gates, versioned prompts, and fixture based tests. Not demos. Deployed software.

EDUCATION

Stanford University, Certificate in Design for Artificial Intelligence, 2025 · Stanford University, Executive Leadership LEAD Program, 2021

UC Irvine, M.S. Human Computer Interaction and Design, 2019 · Cal State LA, B.A. Organizational Communications, 2009