

AMIR RASHIDIFAR

Vice President of Product Design | Head of Product Design | Design leader who still ships

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SUMMARY

Product design executive with twenty years of experience and more than a decade leading design organizations in B2B SaaS, from a co-founded startup to Thomson Reuters and iTradeNetwork, where I serve as Vice President of Product Design. I built a design team from the ground up, ran the hiring as another practice grew to sixty designers across five countries, and established the design systems, accessibility standards, and design quality practices behind products used in more than one hundred countries. Hands-on to this day: in 2025 I researched, designed, built, and deployed a production AI product end-to-end on my own, and I design in Figma and in Claude and write the code that ships.

PROFESSIONAL EXPERIENCE

iTradeNetwork | Dublin, CA

Jun 2019 - Present

Vice President of Product Design

B2B SaaS for procurement and supply chain in food and beverage. Reports to the executive team; owns product design, UX research, and design systems.

- Built and lead a team of 12 product designers and researchers from zero: recruiting, hiring, leveling, coaching, critique, design QA, and career development across cross-functional product and platform teams.
- Set the product design vision and strategy for the platform and led UX for an AI-powered automated purchasing suite that removed 95 percent of manual procurement effort and raised customer satisfaction 40 percent by making predictive logic legible and trustworthy to buyers.
- Introduced a generative design-to-code workflow from Figma to Angular using AI tools that raised delivery velocity 90 percent and cut QA defects from more than forty per release to near zero; trained the team in HTML and CSS so designers review generated code with authority.
- Created the enterprise design system and drove adoption to 100 percent of the product line; company-wide design and engineering productivity rose 48 percent.
- Led the overhaul of three flagship products; annual sales win rate rose 28 percent and release cadence moved from quarterly to monthly. Led customer research that expanded the network by 33 percent, partnering with executive stakeholders in product, engineering, sales, and customer success.
- WebAwards 2024 winner, Best SaaS Website, for the iTradeNetwork platform.

Thomson Reuters | Culver City, CA

May 2015 - Jun 2019

Senior Product Design Manager

Promoted three times, from Senior Product Designer to Principal Product Designer to Senior Product Design Manager. Legal and professional software used by law firms in more than one hundred countries.

- Ran design hiring and recruiting as the practice scaled to more than sixty designers across five countries; interviewed and hired the team, mentored and coached designers beyond my direct reports, and built a contribution model, versioning, and WCAG 2.1 accessibility standards into the design process.
- Architected the global design system behind more than twenty enterprise applications and unified them into one end-to-end product experience, which drove a 20 percent lift in sales; that design language now serves 92 percent of the Global 100 law firms.
- Led the redesign of onboarding for the world's largest law firms, cutting enterprise onboarding from 22 months to 3; consolidated eight legacy tools into one platform, enabling a pricing lift of more than \$1M per subscription per year.
- Moved release frequency from quarterly to monthly and raised the win rate across the major suites from 30 percent to 80 percent over five years.

Age of Learning (ABCmouse) | Glendale, CA

Aug 2013 - May 2015

Lead Product Designer

- Designed web and mobile products for children, parents, and educators with one consistent set of interaction design patterns; designed dashboards and reporting for the school-facing enterprise products.

BeyondVIP | Glendale, CA

Oct 2005 - Aug 2013

Co-Founder and Head of Product Design

SaaS venue CRM, guest management, and event automation. Acquired.

- Owned product strategy, brand, user experience, and the engineering roadmap from zero to one through acquisition; raised a \$5M seed round, reached \$50K in monthly recurring revenue, built a ten-person design team, and led the company to its exit.

SELECTED PROJECTS

SyntheticMe | Founder, sole designer and engineer 2025 - Present
Consumer AI product and portfolio centerpiece (rashidifar.com/syntheticme). Next.js, React, TypeScript, Supabase Postgres with pgvector, Playwright, Vercel. Public repository, deployed and running.

- 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 declines to answer rather than invent.
- Designed the interview protocol from the research literature, then built the product end-to-end: 14 routes, hybrid retrieval, row-level security from the first migration, versioned prompts, and a CI pipeline that gates every push with type checks, lint, build, and end-to-end tests.
- Built a measurement surface in which people who know the subject blind-score the twin against the real person, so the fidelity claim is tested rather than asserted.

Zuum Logistics | Founding Design Lead (concurrent with Thomson Reuters) Los Angeles, CA

- Took a broker-free freight marketplace from concept to tested web and mobile prototype in twelve weeks, including a driver app with real-time tracking, digital proof of delivery, load matching, and barcode scanning; the design supported seed and Series A raises totaling \$27M and a launch that reached more than 7,380 active drivers and 40 shippers.

Oshon and Ooh What! 2025 - 2026

- Oshon: a density-adaptive enterprise design system, designed in Figma and shipped as a working product with AI tools and no engineering team. Ooh What!: a privacy-first consumer mobile app for spontaneous meetups, in early access.

Advisory and academic work CoreLogic, Fandango

- CoreLogic: enterprise data platform modernization, completed as the UC Irvine MHCID capstone. Fandango: UI frameworks and prototype architecture for a consumer ticketing product.

SKILLS

Design leadership: Design vision and strategy, org design, hiring and recruiting, leveling and career development, coaching and mentoring, design critique, design QA, design operations, executive communication and storytelling, stakeholder management, cross-functional collaboration with product management and engineering, roadmap planning, OKRs and business metrics

Product design: Product strategy, user research and usability testing, interaction design, visual design, information architecture, systems thinking, design systems and design tokens, accessibility (WCAG 2.1), responsive web and mobile design, prototyping, B2B SaaS, enterprise UX, data-heavy interfaces, AI product design (grounding, trust, and refusal), 0 to 1 product development

Tools and build: Figma, FigJam, Claude Code, HTML, CSS, TypeScript, React, Next.js, Angular (design-to-code), Postgres and SQL, Git and GitHub Actions, Playwright, Vercel, Supabase

EDUCATION AND CERTIFICATIONS

University of California, Irvine: Master of Science, Human-Computer Interaction and Design (MHCID), 2019
California State University, Los Angeles: Bachelor of Arts, Organizational Communication, 2009
Stanford University: Certificate, Design for Artificial Intelligence, 2025 | Stanford Graduate School of Business: LEAD Executive Program, 2021
General Assembly: User Experience Design

AWARDS

WebAwards 2024, Best SaaS Website (Web Marketing Association) | 1st Place, ProtoHack Los Angeles, 2014