

Ammar Multani

Senior Product Designer, Design Systems

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Summary

I build design systems that help teams ship consistent, accessible products, and I think of a system as the decisions behind the components. Over 9+ years I've governed Carbon at IBM, created Roots at Sagent, and designed AI, fintech, and travel products used by 3M+ people. A software engineering degree keeps me close to engineers, and my creative studio keeps my visual craft sharp. Outside of product work, I shoot NBA sidelines and run a charity basketball event in Houston.

Experience

Senior UX Designer at Sagent

Apr 2025 to Jul 2026

- Led Project Northstar, a rebuild of the Dara loan management ecosystem that started as a navigation fix. Discovery showed the navigation problems came from structural, technical, and organizational issues, so I reframed the project around those.
- Created Roots, the design system behind Northstar: shared components, interaction patterns, and the rules for when to use them, built for incremental adoption.
- Weighed three approaches (patch, clean slate, progressive) and chose the progressive path so new patterns could ship alongside legacy code instead of waiting on a full rewrite.
- Shaped a 12 month roadmap, rebuilt the design team around product verticals, and set up product and engineering workflows that included early AI integration.

Senior Product Designer at American Airlines

Feb 2024 to Dec 2024

- Contributed to the mobile app redesign, focused on the Trip Details experience: navigation and how trip information surfaces to travelers.
- Ran user research and usability testing throughout the redesign, feeding findings back into design decisions to validate flows before build.

Senior Associate Designer at Equinix

Oct 2023 to Feb 2024

- Owned design of the GDC dashboard in the Equinix Customer Portal, where enterprise data center customers manage assets, orders, support cases, and monitoring in one view.
- Redesigned dense monitoring and reporting flows in Figma, grounded in user research, to make usage and site data easier for customers to read and act on.

UX Designer, then UX Design Lead at IBM

Sep 2018 to May 2023

- Drove Carbon design system governance and WCAG 2.1 AA compliance across enterprise products (2020 to 2023).
- Designed explainable, overridable UX on an AIOps clustering model so analysts could see why events were grouped and correct the model when it was wrong. Mean time to resolution improved 4.1x, and users marked 92% of clusters correct.
- Designed the Open Insurance underwriting workbench with two domain experts, cutting time to quote by 54%.
- Designed the Sugar Creek monitoring dashboard on Watson IoT and computer vision, saving about \$10K a month.
- Led UX for IBM's global Training and Skills learning platform.

Skills

Design Systems: component libraries, interaction patterns, governance, documentation, incremental adoption in legacy codebases, WCAG 2.1 AA

Design and Research: interaction design, information architecture, UI design, prototyping, usability testing, user research

AI: Claude, Claude Code, AI assisted prototyping, building AI agents and tools

Tools and Creative: Figma, Adobe Creative Suite, HTML, CSS, JavaScript, React, brand strategy, art direction, photography

Education

M.S. in Product Design, University of North Texas 2021

B.S. in Software Engineering, University of Texas at Dallas 2018