

Ammar Multani

Senior Product Designer

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Product portfolio: amultani.com · Studio: multani.studio · linkedin.com/in/ammarmultani

SUMMARY

Senior product designer with 9 years across two domains most designers only touch one of: complex enterprise AI and data products (IBM, 3M+ users) and consumer design led by brand and culture (Creative Director, Multani Studio). I make hard technical systems like models, data pipelines, and regulated workflows feel explainable and trustworthy, and I bring a visual and brand sensibility rooted in photography and design. A software engineering degree means I partner tightly with engineering.

EXPERIENCE

Sagent · Senior UX Designer

Apr 2025 to Jul 2026

Dallas, TX

- Designed product experiences for a cloud native mortgage servicing platform in a highly regulated environment.
- Built and maintained the Roots design system, aligning design and engineering on shared components and interaction patterns.
- Designed a new mainframe servicing dashboard, using AI assisted prototyping to move quickly from concept to testable, high fidelity flows.

American Airlines · Senior Product Designer

Feb 2024 to Dec 2024

Fort Worth, TX

- Contributed to the American Airlines mobile app redesign, focused on navigation and how trip information is surfaced to travelers.
- Ran usability testing and user research throughout the redesign, feeding findings back into design decisions to validate flows before build.

Equinix · Senior Associate Designer

Oct 2023 to Feb 2024

Frisco, TX

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

IBM · UX Designer → UX Design Lead

Sep 2018 to May 2023

Dallas, TX & Remote

- AI Ops anomaly detection & root cause (2021):** Designed the explainable, overridable UX on top of a clustering model, so analysts could see why events were grouped and correct the system when it was wrong. Reduced mean time to resolution 4.1x; users marked 92% of clusters correct.
- Open Insurance underwriting workbench (2022):** Designed a regulated fintech underwriting tool in close partnership with two domain experts; cut time to quote by 54%.
- Sugar Creek IoT dashboard:** Designed the monitoring experience on a Watson IoT and computer vision pipeline, saving roughly \$10K/month in operations.
- Carbon design system & accessibility (2020 to 2023):** Drove design system governance and WCAG 2.1 AA compliance across enterprise products.
- Training & Skills (EdTech):** Led UX for IBM's global learning platform.

Media Gate · UX & Software Engineering Intern

2015 to 2018

Dallas, TX

- Built the front end for a research tool (PHP, HTML/CSS, JavaScript), spanning both engineering and UX.

SELECTED STUDIO & CREATIVE WORK

Creative Director, Multani Studio (multani.studio)

- Lead brand strategy, photography, and product/UX for consumer and culture brands.
- Work spans brand campaigns (Levi's, Purple Brand) and editorial/sports photography (SLAM Magazine, NBA sideline, Paris Fashion Week).

EDUCATION

M.S., Product Design · University of North Texas

2020 to 2021

B.S., Software Engineering · University of Texas at Dallas

2014 to 2018

SKILLS

Design: Figma, prototyping, design systems, interaction design, information architecture, user research & usability testing, WCAG 2.1 AA accessibility

Also: React / HTML / CSS familiarity, Adobe Creative Suite, brand strategy, photography