

# Amaan Shahpurwala

UX / Product Designer | [linkedin.com/in/amaans](https://www.linkedin.com/in/amaans) | [amaandesigns.webflow.io](http://amaandesigns.webflow.io) | [amaan.shahpurwala@gmail.com](mailto:amaan.shahpurwala@gmail.com) | 925 800 9938

I build digital experiences with expertise in B2B SaaS platforms, AI-powered tools, and iOS applications. My creative approach, combined with minors in computer science and psychology, enables me to blend UX research, design, and engineering thinking to make technology intuitive to all users.

## Experience

### Graphiant

Senior UX Designer • June 2025 – Present

UX Designer II • Dec 2023 – May 2025

Designed a next-gen B2B SaaS platform for an internet networking startup.

- Designed and shipped an AI based networking assistant enabling users to configure and monitor their networks using natural language
- Spearheaded a design system overhaul, implementing component-based UI patterns using Figma variables, ensuring scalability across the platform
- Led the redesign of the portal 2.0 release, utilizing the updated design system, reducing development time and increasing user satisfaction
- Partnered closely with PMs and engineers to prototype and iterate on workflow configurations, streamlining network automation processes

### Modern Recruiting

Product Designer (Contract) • Jan 2023 – Nov 2023

Led design at an AI startup developing an ATS, CRM, and task management platform for recruiting agencies.

- Designed and launched a workflow builder for an ATS, CRM, and task management SaaS platform, empowering recruiters to automate hiring processes
- Created interactive prototypes for workflow visualization and interaction patterns, reducing onboarding time for new users by 40%
- Developed a LinkedIn Chrome extension for candidate management, enhancing cross-platform integrations and increasing recruiter efficiency by 25%
- Built a scalable design system leveraging MUI React, ensuring consistency across web applications

### View Inc

Product Design Co-op • May 2022 – Oct 2022

Designed for iOS, Android and Web for a Smart Building & Window solution.

- Designed tools for a smart building management platform, allowing users to create automated actions for lighting, temperature, and energy optimization
- Built a real-time monitoring dashboard with visual alerting systems, improving response time to building maintenance issues by 30%
- Created a 3D floor plan visualization tool to help users interact with sensor data intuitively

### Service Now

UX Research & Design Co-op • July 2021 – Dec 2021

User tested and designed a marketing website for a fortune 500 company.

- Conducted user testing on static vs stepped forms, resulting in the adoption of stepped forms across the site and improving form completion rates by 1.5x
- Improved the information architecture of the ServiceNow marketing website, enhancing clarity for C-suite and high-level executives and driving an increase in conversions

### Genentech

UX Design Co-op • July 2020 – Mar 2021

Designed internal tools for a biotech company.

- Created an advanced search and filtering system for research databases, improving data accessibility across teams
- Redesigned a research paper annotation tool, achieving a 2x growth in user base and improving adoption across teams

## Skills & Interests

### Research & Design

Research Methodologies

User Interviews, Surveys, A/B Testing, Persona Development, Journey Mapping

Design Tools

Figma, Sketch, Adobe Creative Suite (Ai, Ps, Lr, Xd, Ae), Framer

User Testing & Feedback

Usertesting.com, Zeplin

Web Design

Webflow, Storybook

Collaboration

Google Suite, Microsoft Office, Miro

### Development

Familiar with

HTML, CSS, JavaScript, Java, Python, Scheme, D3, SQL

### Ask Me About

Classic cars, Photography, Smart home tech, Traveling, Bernedoodles

## Education

### Northeastern University

Boston, MA

BFA Interaction Design

Minors: Computer Science, Psychology