

Zameer Rehmani

Senior Product Design Lead

Enterprise AI, Platform UX, Infrastructure & DevOps

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Making complex technical systems easier to understand, use, and act on.

Leading UX architecture and AI-enabled product experiences for technical users — bringing systems thinking, hands-on design craft, and front-end fluency from discovery through delivery.

EXPERIENCE

Senior Technical Design Lead

Jan 2026 - Present

IBM IT Automation

- Lead product design for HCP InfraGraph — HashiCorp's infrastructure graph — defining its core workflows with product and engineering as it moves toward GA.
 - Define AI experience strategy and evolve the Turbo AI Framework, the team's shared model linking user needs, UX patterns, and agentic implementation; coach designers from discovery through concept.
 - Lead design for Turbonomic Parking Edition — a focused SaaS product for smaller businesses, launched June 2026 — landing with resource parking and designed to expand into the full Turbonomic experience.
 - Drive DevOps and IaC UX, integrating resource optimization into GitOps and Terraform workflows.
 - Shape IBM Concert's cross-product experience to help teams proactively protect application SLOs.
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Senior Design Manager

Apr 2024 - Dec 2025

Turbonomic, IBM IT Automation

- Led Top Actions from discovery through delivery, cutting the highest-impact optimization workflow from 100+ steps to 4.
 - Designed and delivered the Kubernetes target integration from a reusable product-led growth pattern, cutting setup time from about 1 hour to under 2 minutes.
 - Authored the Turbo AI Framework, connecting user needs and interaction patterns to architecture and agentic implementation; applied it to the AI-driven Value Dashboard and Turbo AI Assistant early access.
 - Led the Instana and Cloudability integrations across IBM's AIOps portfolio and defined TurboDX's code-first, pull-request-driven optimization strategy.
 - Led a 15-person design team; directed the Carbon design-system migration and product redesigns to improve consistency and time to value.
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Design Team Lead

Jul 2022 - Apr 2024

Turbonomic, IBM IT Automation

- Led research, strategy, and delivery for Turbonomic's first SaaS trial; SaaS revenue grew 200%+ year over year after launch.
 - Created a reusable UX pattern for adding targets and data providers, later applied to the Kubernetes integration.
 - Aligned executives and cross-functional teams on the self-service journey, MVP, onboarding, and activation; tested and refined the experience using telemetry.
 - Mentored designers and strengthened outcome-driven UX practice across the team.
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Senior UX Designer, Integration Lead

Feb 2021 - Jun 2022

IBM IT Automation

- Led discovery for the Instana-Turbonomic integration, identifying AIOps opportunities and aligning teams on a shared experience.
- Designed workflows and concepts that informed the later shipped integration, and presented the direction to IBM design executives.

UX Designer

Jun 2019 - Jan 2021

IBM CIO Design

- Researched technical and business users to define personas and workflows for the Cirrus Hybrid Cloud Platform modernization.
- Designed and shipped the platform dashboard and Carbon UI, partnering with engineering from prototypes through delivery.
- Facilitated vision workshops that shaped future-state journeys and platform direction.

EARLIER CAREER

Interactive Engineer

Optimatic Media · Dec 2014 - May 2018

Built standards-based video advertising experiences and JavaScript integrations across ad networks.

Creative Tech Director

Havas · Jun 2006 - Sep 2009

Promoted through three roles in three years; directed an eight-person creative technology team delivering interactive campaigns for global brands.

Independent Interactive Consultant

Independent practice · 2004 - 2014 · project-based

Intermittent design and build engagements between roles — logos, websites, e-commerce, and UX consulting.

AWARDS

Outstanding Technical Achievement Award - IBM Software, 2023

Culture Catalyst Award - IBM Software, 2023

EDUCATION

MFA, Computer Graphics and Interactive Media - Pratt Institute

BFA, Graphic Design - Boston University

UX Design Immersive - General Assembly, 2018-2019

CAPABILITIES

Design leadership · Product design strategy · AI experience architecture · Enterprise UX ·

Multi-model AI design workflow · Platform and API workflows · Systems thinking · Interaction design ·

Information architecture · Coded prototyping · Design systems · User research · Workshop facilitation ·

Design coaching & mentoring