

ZAMEER REHMANI

Design Leader @ IBM | UX Strategy for Hybrid Cloud, Automation Platforms, and Product-Led Growth

I'm a design leader focused on driving outcomes through clear UX strategy, team mentorship, and cross-functional alignment. I've built and led high-performing design teams that solve complex infrastructure and automation challenges at scale. I partner deeply with engineering and product to translate strategic goals into seamless, user-centered solutions.

Portfolio
rehmanidesign.com

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Experience

Lead Product Design Manager, Turbonomic, IBM Automation

02/2025-Present

- Led UX strategy for Turbonomic across hybrid cloud optimization, self-service, and integration with key IBM Automation products.
- Led Carbon Design System migration and redesigns to reduce time-to-value and drive action on optimization decisions
- Guided Instana and Cloudability integrations via product nudges, design reviews, and vision workshops.
- Mentored and scaled the design team; ran cross-functional Product Academy workshops in Austin and Kochi.

Product Design Manager, Turbonomic, IBM Automation

04/2024-02/2025

- Defined and implemented UX strategy for the Turbonomic platform.
- Led a team of ~15 designers delivering optimization workflows to help users manage IT performance, automation, and cost tradeoffs.
- Facilitated in-person workshops and guided design teams to drive integration across Turbonomic, Instana, and Cloudability.

Design Lead, Turbonomic, IBM Automation

07/2022-04/2024

- Mentored design team; implemented a user-centric design process.
- Led redesign of key user flows with cross-functional partners.
- Drove PLG design by facilitating workshops, leading competitive research and designing new onboarding experiences.

Sr. UX Designer, Watson AIOps, IBM Automation

02/2021-06/2022

- Led UX strategy and discovery research for SRE/DevOps users, driving seamless Instana-Turbonomic integration for a unified AIOps experience.
- Contributed UX design support to Digital Business Automation and Intelligent Workflow teams.

UX Designer, IBM CIO Design

06/2019-01/2021

- Delivered UX support and design solutions for internal IBM tools to improve employee productivity and satisfaction.
- Partnered with Hybrid Cloud Platforms to introduce new internal tools and services aligned with user-centered principles.

Ad Tech Engineer, Optimatic Media

12/2014-05/2018

- Built and maintained HTML5 and Flash-based video ad technologies with support for VAST and VPAID standards.
- Led engineering initiatives to improve ad delivery, tracking, and compatibility across major video platforms.

Creative Tech & Associate Director, HAVAS

06/2006-09/2009

- Promoted through 3 roles over 3 years, leading teams to deliver award-winning interactive campaigns.
- Directed 8 technologists and designers on major projects for clients like ExxonMobil, NYSE, Heineken, and Charles Schwab.
- Partnered with creative and strategy leads to build and ship interactive multimedia experiences to drive successful ad campaigns.

Interactive Consultant (Freelance)

02/2004-Present
(infrequent)

- Designed and developed UX and interactive solutions for eCommerce, enterprise, and marketing platforms
- Conducted UX research and delivered wireframes, prototypes, and front-end code to improve usability and conversion.

Awards

- Outstanding Technical Achievement Award – IBM Software, 2023
- Culture Catalyst Award – IBM Software, 2023

Education & Credentials

- MFA, Computer Graphics and Interactive Media – Pratt Institute
- BFA, Graphic Design – Boston University
- UX Design Immersive – General Assembly
- Enterprise Design Thinking – IBM
- Carbon Design System (React) – IBM
- Agile Explorer – IBM

Design & Technical Skills

- **Design** – Leadership, Strategy, UX/UI, Research, IA, Figma, Adobe CS
- **Code** – HTML/CSS, JavaScript, React, Visual Studio Code, WebStorm