

ZAMEER REHMANI

Senior Technical Design Leader | AI UX Strategy, UX Architecture, Enterprise Workflows

Senior design leader simplifying complex technical systems into clear product experiences. Partners with engineering, product, and research to drive discovery, shape UX strategy, and design AI-assisted patterns that deliver measurable value across IBM's enterprise portfolio.

Experience

Technical Design Leader, IBM IT Automation

01/2026 - Present

- Lead design strategy and delivery for HashiCorp InfraGraph through GA.
- Define AI strategy, evolve the Turbo AI framework, and coach designers from discovery to concept.
- Lead product design for Turbonomic Parking Edition, shaping its SaaS and land-and-expand experience.
- Drive DevOps and IaC UX, integrating resource optimization into GitOps and Terraform workflows.
- Shape IBM Concert Automation's cross-product UX to proactively protect application SLOs.

Senior Design Manager, Turbonomic, IBM IT Automation

04/2024 - 12/2025

- Delivered Top Actions, Container Dashboard, and Terraform integration improving optimization workflows.
- Authored the Turbo AI Framework, connecting user needs, UX, architecture, and agentic implementation.
- Designed the AI-driven Value Dashboard; delivered Turbo AI Assistant for early access, aligned with global chat patterns.
- Led Instana, Cloudability, and Solis integrations, aligning workflows and UX across IBM's AIOps portfolio.
- Defined TurboDX's code-first strategy for pull-request-driven optimization and GitOps-native activation.
- Directed Carbon migration and product redesigns to improve consistency and time to value.
- Mentored a 15-person design team in agile methods and outcome-driven product development.

Design Team Lead, Turbonomic, IBM Automation

07/2022-04/2024

- Led product-led growth UX strategy and delivery for Turbonomic's first SaaS trial.
- Aligned executives and cross-functional leaders on the SaaS trial vision and strategy.
- Used user and competitive research to define experience gaps and the future self-service journey.
- Facilitated workshops to define user needs and MVP scope; tested and iterated designs using telemetry.
- Redesigned Carbon onboarding workflows to reduce friction and accelerate customer activation.
- Mentored designers and strengthened UX practice across the team.

Sr. UX Designer, Integration Lead, IBM Automation

02/2021- 06/2022

- Led Instana-Turbonomic integration discovery, identifying key AIOps opportunities.
- Designed cross-product workflows and UX concepts with cross-functional teams, shaping future releases.
- Presented insights to design executives, positioning Turbonomic within IBM's automation strategy.
- Aligned teams on cross-product experiences during Instana onboarding in Brussels.

- Cirrus Hybrid Cloud Platform — Client Zero modernization
 - Researched technical and business users to define personas and workflows.
 - Designed and shipped the platform dashboard, improving workflow visibility and engineering support.
 - Created flows, prototypes, and Carbon UI; partnered with engineering through delivery.
 - Facilitated vision workshops to shape future-state journeys and platform direction.

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 – Co-Creator & Team Essentials for AI – IBM
- Carbon Design System (React) – IBM
- Agile Explorer – IBM

Design & Technical Skills

UX & Product Design – UX Strategy, Interaction Design, UI/Visual Design, Research, IA, Prototyping, Systems Thinking, Carbon

Technical Fluency – Technical UX, API & Platform Thinking, HTML/CSS, JavaScript, React, Git/GitHub, Analytics

Workshops & Facilitation – Design Thinking Facilitation, Persona Development, Vision Workshops, Cross-Functional Alignment

AI & Emerging Skills – AI Interaction Patterns, AI Experience Architecture, Bob, ChatGPT, Claude, Gemini

Tools – Figma, Adobe CS, Mural, Jira, VS Code, WebStorm, Pendo

Early Career

Interactive Engineer, Optimatic Media

12/2014 – 05/2018

- Built HTML5 and Flash video players supporting VAST/VPAID and dynamic ad-loading across networks.
- Developed JS and Flash VPAID solutions, an ES6-based VAST 3.0 parser, and PrebidJS bidding integrations.
- Improved ad-delivery performance and cross-platform compatibility; worked across VideoJS, Google IMA SDK, and Adobe Creative Suite.

Creative Tech Director

06/2006-09/2009

- Promoted through three roles in three years, delivering award-winning interactive campaigns.
- Directed an eight-person team of technologists and designers on major projects for global brands including ExxonMobil, NYSE, Heineken, and Charles Schwab.
- Partnered with creative and strategy leads to concept, prototype, and ship interactive multimedia experiences.

Interactive Consultant (Freelance)

02/2004-Present (project-based)

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