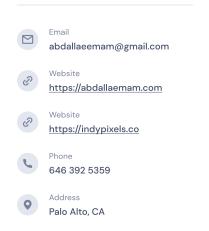# Abdalla Emam
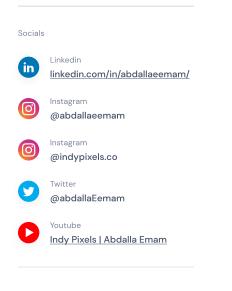
Product Design Leader

" My approach to design is less about checking boxes and more about collaboration, finding connections, and using proven mixed methods "

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Website
https://abdallaemam.com

Website
https://indypixels.co

Phone
646 392 5359

Address
Palo Alto, CA

About me

A product and an experience design leader with a passion for architecture, art, and everything about design. **Extensive experience spanning all phases of the design process, from concept to execution.** Hands-on experience in user-centered design, design management, design systems, and design thinking. **Specializing in data-driven designs, data visualizations, and machine learning development.** A system thinker by habit and a dreamer at heart.

Socials

Linkedin
linkedin.com/in/abdallaeemam/

Instagram
@abdallaeemam

Instagram
@indypixels.co

Twitter
@abdallaEemam

Youtube
Indy Pixels | Abdalla Emam

Experience

Jun 2022 – Present ⚲ Palo Alto, CA
Director of Product Design and UX Research
Thrive TRM

I led, managed, and developed a team of 4 Product Designers and a UX engineer, providing design direction and pushing the quality of our work to evolve the user experience for enterprise, saas, and talent-intelligent products and build a unified design system.

Feb 2020 – Jun 2022 ⚲ Palo Alto, CA
Founder • Product Design
Indypixels.co

Indypixels.co is my product design consulting agency and my publishing outlet that focuses on SaaS, Enterprise UX, product designs, design strategy, and design thinking.

Oct 2021 – Jun 2022 ⚲ Mountain View, CA
Product Design Lead
Atlassian

I worked with the buyer experience team. I led the enterprise design squad to create a new vision of the enterprise buyer experience journey at Atlassian.

Feb 2020 – Apr 2021 ⚲ Mountain View, CA
Product Design Lead
Google

I helped establish a UX design strategy and foundational team to design excellent dev tools for TensorFlow ML and AI teams. TensorFlow is Google's open-source machine learning platform. I also led high-level projects including the Google ML tools unification strategy for which I presented to Google's VP of ML Product.

Jul 2019 – Feb 2020 ⚲ Mountain View, CA
Head of UX Design
Claymore Group

I led, managed, and developed a team of 3 UX, and 2 visual designers, providing design direction and pushing the quality of our work to evolve the user experience for products in the gaming industry.

Feb 2017 – Jul 2019 ⚲ Sunnyvale, CA
UX design manager
Equinix

I led a team of several junior to mid-level designers and UX engineers, working closely with the Global Product Development and User Experience teams. We redesigned the Equinix Customer Portal Application, juggling various design responsibilities across multiple projects and a new design system.

Jul 2016 – Jan 2017 ⚲ Sunnyvale, CA
Sr. UX designer
Apple

I worked with the Internal Software and Tools team to design and build two of the internal web analytical applications that are used by the Apple global LGS group.

Jun 2009 – Sep 2014 ⚲ New york, NY
Creative Director
Various NYC Agencies

Worked with digital agencies to design and produce various wireframes, storyboards, user requirement specifications for different interactive page layouts, process flows and navigation maps for several interactive functions. Clients included **AlJazeera Net, Syfy, GoPro,** as well as interior design and furniture companies such as Sunpan, West Bros furniture, and Classic Home.

Latest projects password: lessbutbetter

UX strategy and product design vision
Driving the TF Ecosystem's role to a unified ML strategy across Alphabet.

🔗 /google-mltoolbelt

Tensorboard redesign
Visualization toolkit provides the tooling needed for machine learning development.

🔗 /google-tesnorboard

Education

University of Southern California
Integrated Design, Business and Technology
Master of Science – M.S.

New York University
Digital Communications and Media
Bachelor of Science – B.S.

Skills

Design

User Experience	Design Systems
Wireframing	Prototyping	Testing

Strategy

Design Management
• Workshop facilitation
• UX Audits
• UX Research

Roadmapping	Success Metrics