

# Pedram Vahabi

UX Manager at Amazon



## Portfolio:

[pedramvahabi.com](http://pedramvahabi.com)

## Email:

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## ↓ Experience



### Amazon PXT

Apr 2021 - Ongoing

I am an award-winning Product and UX Designer with over 12 years of design experience in both B2C and B2B sectors. I have led impactful UX teams and initiatives for major global brands, including **Amazon, Google, L'Oréal, EasyJet, The Guardian**. My passion lies in solving complex problems and crafting experiences for billions of people worldwide.

### UX Manager

Leading the design and research team for Time, Attendance and Pay initiatives for 1.5 million employees globally.

- Led the design and research from problem definition until product launch for a unified time-off, attendance, and payroll solution for all Amazon employees. This initiative resulted in over 60 million self-service transactions, with an estimated equivalent reduction of manual processes for 2,000 headcounts.
- Managed the design and research team, which included two senior designers and one UX researcher. The team successfully delivered over 30 product launches and conducted 150 customer interviews, influencing the product roadmap for three consecutive years.



### Amazon Business

Nov 2017 - Apr 2021

### Sr. UX Designer

*Amazon Business is serving millions of business customers and business sellers around the world with more than \$25 billion in annualized sales.*

- Led the design and research for Pricing initiatives across the end to end customer journey and impacting directly the customer pricing perception.
- Influenced the product roadmap by partnering up with external teams resulting in 20+ experiments driving a **\$200MM+ in 2020**.
- Centralized all pricing initiatives across multiple organizations to elevate the customer experience. I achieved this by (1) creating mechanisms, (2) assisting external teams during office hours, and (3) conducting research to influence the vision and direction of pricing.



### Founders Factory

Nov 2016 - Oct 2017

### Product Designer

*Founders Factory is an incubator and accelerator that develops innovative ventures on behalf of brands like L'Oréal, Aviva, easyJet, The Guardian, and others*

- Led UX for a new Booking System from the initial stages up to a million-dollar investment (L'Oréal - figures not yet revealed) in just 6 months. Successfully reduced the "time to completion" per booking by 30% of the industry average and improved usability by 60% within 2 months. [See the Case Study](#)
- Collaborated closely with the Concept Development team to validate six early-stage ideas and convert them into MVPs.

- Winner of IBM Watson Award at Techcrunch Disrupt Hackathon in London 2016.



## Ebury

Apr 2015 - Nov 2016

## User Experience Designer

*Ebury is an Award winning FinTech50 (2015) providing global payment solutions across +130 countries.*

- Led UX in an Agile team and worked closely with the Product Owner and Marketing to effectively deliver business and user requirements. Redefined the brand identity of the company, improved the on-boarding flow and redesigned the Ebury platform.
- Guided the UX vision for an omni-channel experience for +15k SMEs for over 9 different countries, achieving 10% month-on-month growth.

## Piweek & Co

Jan 2014 - Apr 2015

## User Experience Designer

*Piweek is a design Studio based in Italy.*

## Microblr Ltd

Jul 2013 - Jan 2014

## Co-founder, Product manager

*Microblr is a social blogging platform.*

## Freelancer

Oct 2011 - Jan 2014

## Web Designer

## ↓ Side Projects

2021 - Ongoing / **Doosty** - Automated Order Processing system

2020 - 2020 / **Gosteply** - Online Dancing platform

2016 - 2017 / **Justa.beer** — Support online talents with digital beers (small donations)

## ↓ Awards

2019 / **Winner of Amazon Alexa Hackathon** (Madrid, Spain)

2016 / **Winner of IBM Watson Award** at Techcrunch Disrupt Hackathon (London, UK).

2013 / **Best Brand** for fair trade webshop company (Modena, Italy).

2009 and 2010 / **Master's scholarship from ERGO** – Regional Agency for University Studies (Modena, Italy).

## ↓ Education

2015 / **Design Thinking for Innovation**, Online course, University of Virginia.

2002 - 2011 / **Master's degree in Music**, Academy O.Vecchi & A.Tonelli, Modena, Italy.