

Zeerak Ahmed

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Design leader with expertise in productizing cutting-edge technology, internationalization, & platformization. Operate fluently between design, engineering & product management through multi-disciplinary background. Internationally-recognized design expert, knowledgeable on culture, & seasoned coach. Managed multiple remote teams with success.

PROFESSIONAL

Amazon

2018 - Present

Principal UX Designer (2021 -), Senior UX Designer (2018 - 2021) – Last Mile Technology

Head of product design for end-to-end operations technology in 1000+ last mile warehouses in 25 countries, shipping billions of packages annually. The team I've built supports 200k+ associates and 1M+ drivers.

- Designed operations tools critical to doubling delivery speeds while growing at over 50% a year.
- Delivered design solutions across handheld associate technology, desktop and remote monitoring interfaces, automation, exception management, work assignment and package labeling projected to save \$1b+.
- Used LiDAR, computer vision, RFID & other sensors to track items and prevent injury.
- Built a research program operationalizing quality of user experience.
- Instituted targeted coaching to hire & grow junior design talent.
- Keynote speaker at Amazon's design conference, *Conflux*.
- Awarded *Just Do It* award for innovation & bias for action, rewarding customer research efforts.

Matnsaz

2017 - Present

Founder, Lead Developer & Designer

Making software more accessible for South Asia & the Middle East. Building new technology for Urdu (230 million people), and Arabic Script (660 million), starting with a smartphone keyboard.

- Breakthrough shape-based interface and custom natural language processing improves learnability and self-efficacy.
- To power underlying AI, built highest-quality Urdu corpus available, while addressing issues of bias.
- Manage engineering, research, design, legal, PR, & open-source community.
- Press: [Time Magazine](#), [Geo](#), [Rest of World](#), [the Friday Times](#), [MIT Tech Review Pakistan](#), [Harvard SEAS](#), [Princeton Alumni Weekly](#).
- Talks invited at International Design Conference by IDSA, Stanford, NYU, Indus Valley School of Art & Architecture, LUMS National Incubation Center, & Harvard University. [Full list of press & talks](#).

Microsoft

2013 - 16

Program Manager II (2016 -), Program Manager (2013 - 16) – Search

Product management, data science & customer research for desktop & web search.

- Based on my research, drove core interaction changes in the Windows 10 start menu.
- Team's authority on what people search for on Windows, how they type, what they find, analyzing 1TB of data a day.
- Designed, ran and analyzed dozens of online experiments on Bing, improving visuals, responsiveness and usefulness.

DESIGN LEADERSHIP

Alumni Council Member

2023 - Present

Harvard GSD

Selected to 50-member alumni body representing and advising the school. I work with students and faculty to expand the school's scope and influence in the areas of technology and internationalization.

Guest Lecturer in Design

2018 - Present

Harvard University, Lahore University of Management Sciences

Jury Critic

2020 - Present

CHI, SCAD, Harvard GSD

Conference speaker on internationalization, artificial intelligence & human-centered design. [Full list of engagements](#).

EDUCATION

Harvard GSD & SEAS

2018

MDE *with Distinction*

- Graduated top of class.
- Distinctions awarded for thesis & studio. 2 teaching awards.

Princeton University

2013

BSE Computer Science, Public Policy & International Affairs *Magna Cum Laude, Sigma Xi*

- Awarded research grants from School of Public & International Affairs, and the Department of Music.
- Reaccreditation committee member, focusing on internationalization.

University of Oxford

2011

Visiting Term for Public Policy, Ethnomusicology, Computer Animation

OTHER ACTIVITIES

Editor of [Hamnawa](#), a publication on Pakistani pop music. We publish culture writing, curation, podcast, and run a research service on the industry. My music writing was a finalist for Princeton University's Ferris Prize in Journalism. In a not-so-illustrious musical career I've been part of a laptop orchestra, a gamelan troupe, and many mediocre rock bands.

SKILLS & INTERESTS

Adept at interaction design tools. Proficient multi-platform software engineer.

Fluent Urdu & English, conversational Punjabi, basic French.

Edward Tufte, John Siracusa & JJ47 fan. Read too many blogs, and listen to unscripted podcasts at unholy speeds.

REFERENCES

Jay Patrikios, VP of UX, Avalara jay.patrikios@avalara.com

Krzysztof Gajos, Professor of Computer Science, Harvard SEAS kgajos@g.harvard.edu