



Ghazi Khan

EDUCATION



Human Computer Interaction

University of Michigan
College of Engineering
2006-2010

CONTACT

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SKILLS

Design Thinking

- Design Systems
- Workshops
- Prototyping
- Wireframing
- Service Design
- UX Strategy
- User Research
- Userflows
- Journey Mapping
- Information Architecture

Soft Skills

- Behavioral & Cognitive Insight
- Communication & Empathy
- Cross-Functional Alignment
- Systems Thinking

Tools

- Figma
- Whiteboards
- Lucid Chart
- NotebookLM
- ChatGPT
- Gemini
- Claude

Ghazi Khan

Lead Experience Architect / Product Designer

PHILOSOPHY

Design at the intersection of **systems thinking**, **human psychology**, and **emerging technology**.
Translate complexity into simplicity, through **cross-functional collaboration** and **human centred design**.
Focus on **decision-driving workflows** that **reduce cognitive load**, **build trust**.
Calm under pressure, **transparent in behaviour**, and **empower humans at scale**.

EXPERIENCE

Lead Experience Architect

[Salesforce](#) • May 2022 - May 2026

Experience Architecture: Orchestrated a Global Automotive Dealer Portal for **19,750+ users**, achieving a **40% reduction in case resolution times**.

Synthesized AI & Automation Strategy: Embedded expert business rules into transparent AI reasoning modules that eliminated reliance on 'tribal knowledge' and accelerated advisor decision-making.

Information Architecture: Designed a Multi-Persona experience that bridged multiple platforms between Contact Center Advisors, Field Agents, and Legal BRC, ensuring seamless cross-functional collaboration.

Service Design: Standardized workflow patterns for Contact Centers and Field Agents, reducing friction across the ecosystem for 7,000+ daily active advisors.

Design Lead, VP Level — Private Banking

[J.P Morgan](#) • Apr 2021 - May 2022

Platform Unification: Consolidated 200+ workflows across legacy systems into a single scalable CMS for North American Private

Case Management Design: Architected a flexible enterprise platform for the middle office, eliminating reliance on archaic systems and freeing advisors to focus on client relationships — improving both agent and client satisfaction.

Knowledge Management: Established a global research repository to synthesize UX insights, reducing redundant research spend and accelerating cross-functional alignment.

Lead UX Architect

[myQ \(Chamberlain Group\)](#) • Apr 2021

Architected a global IoT ecosystem for 15M+ users and 50M+ home installations, streamlining access management across residential, multi-family, and commercial segments.

- IoT Home Control** allowing residents to manage multiple home entry points through one interface,
- B2C SaaS platform** for community managers to digitize building setup, guest permissions, and resident onboarding — reducing
- B2B SaaS platform** a centralized management suite for logistics hubs to oversee multi-gate security and driver credentials.

UX Architect

[Ford.com](#) • May 2014 - Aug 2017

Global Scalability: Architected Ford's first global responsive navigation and component library, ensuring brand consistency across 100+ international markets.

Product Personalization: Designed Ford's first responsive Build and Price tool, enabling customers to customize vehicles and schedule test drives, directly increasing digital lead generation.

Design System: Helped establish Ford's first responsive design system, unifying brand and UX standards globally across web and mobile platforms.

Research & Applied Projects — University of Michigan

 • 2006 – 2010

Automotive Cognitive Research: Conducted specialized studies on human cognitive limits and tactile feedback for touchscreen interfaces to optimize driver safety and usability.

EA Sports | Performance Analysis: Analyzed real-world athlete data to architect game-play accuracy and realism for the FIFA franchise, bridging physical data with digital simulation.

Comcast | Service Design: Redesigned the phone IVR system achieving a 20%+ reduction in customer support call time.