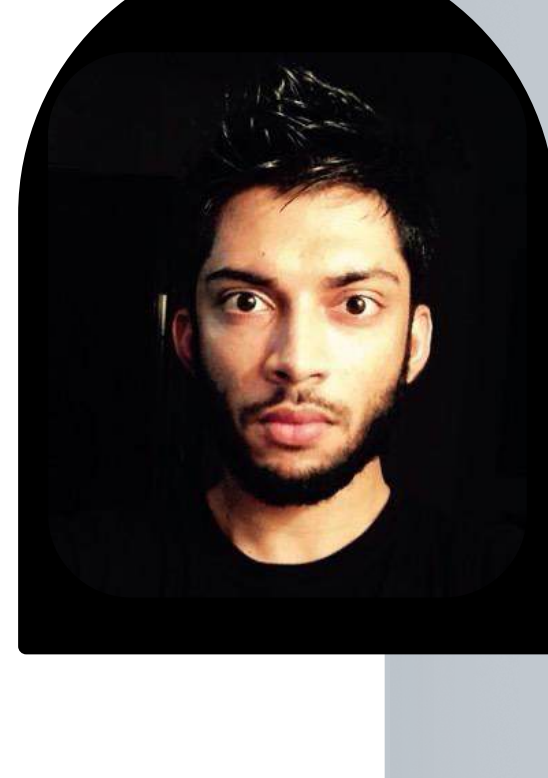


Dear reader,

I'm a full-stack product designer based in Seattle, WA.

I help teams ship zero-to-one products. I have done this multiple times in my 11 years of experience across startups as well as small teams within bigger companies.

Currently, at **amazon**, working on a new living room experience.

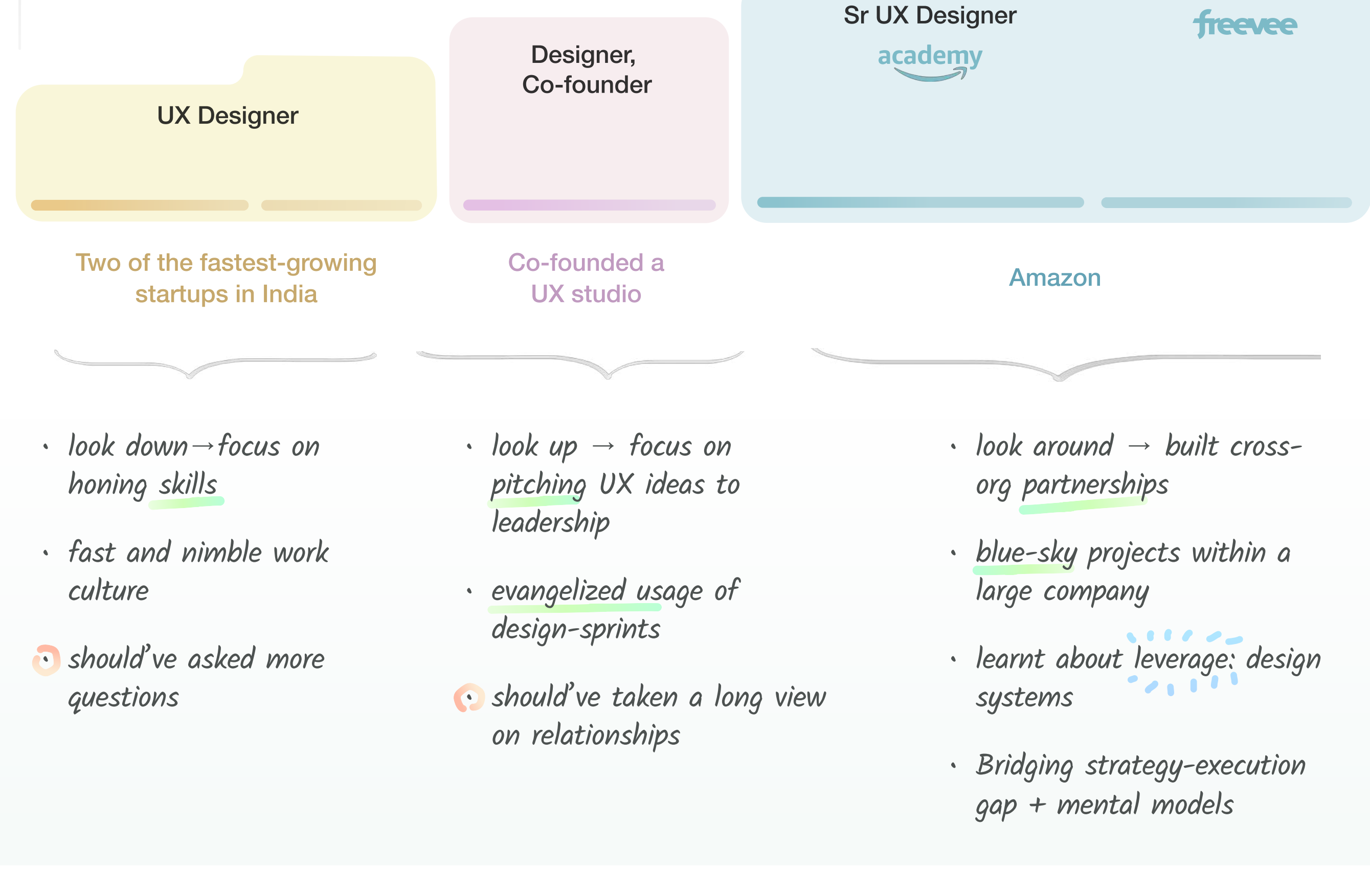


heybilaal@gmail.com +1 206 591 7226

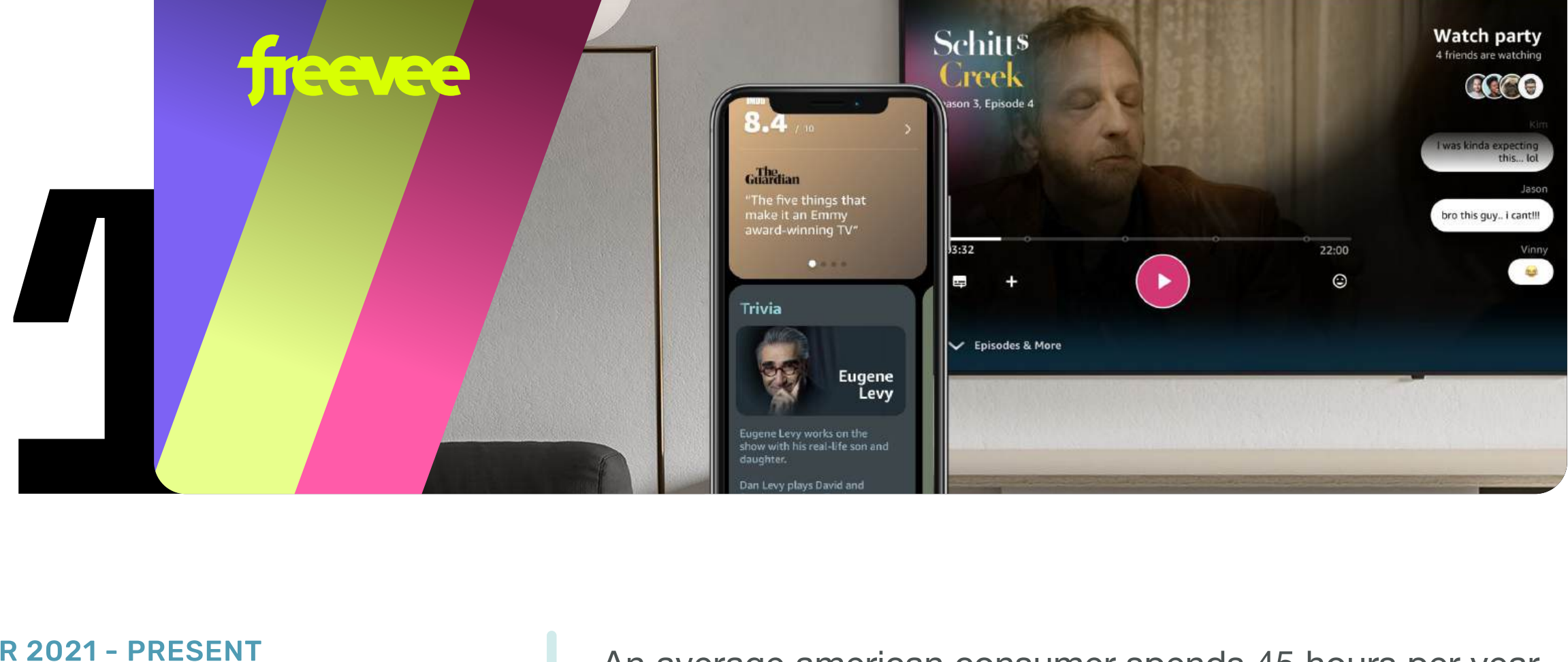
Career tldr

You can find a detailed timeline of my career on my [Linked in](#)

- In my 11 years of full-stack UX career, I helped more than 8 teams go zero to one.
- been the first designer in 6 of my 8 gigs
- my recent big win at Amazon.. took the product to market in less than 4 months
- Revenue of \$53M/mo and more than 65M MAUs



Most impactful work



APR 2021 - PRESENT
Amazon Freevee
 Design Lead (L6)

[See work](#)

- An average american consumer spends 45 hours per year deciding what to stream.
- How might we build a drop-in content viewing that eases the decision-making?
- By 2022, launched the MVP across 7 living room clients like Roku, Xbox, Playstation, Samsung, LG, Apple TV etc
- Being a single-member UX team owning end-to-end deliverables, I built cross-org relationships with prime video's UX research team to adapt their learnings to our lean-back context.
- Manager: [Ashraf Alkarmi](#), Director (L8), Amazon Freevee



MAY 2017 - MAR 2021
Amazon Academy
 Sr. UX Designer (L6)

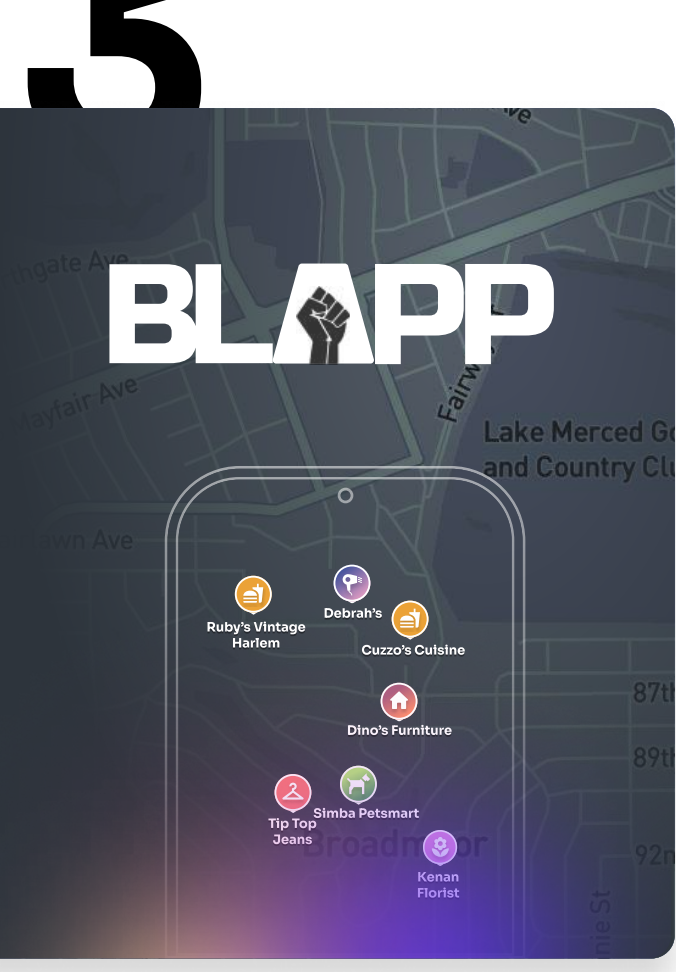
[See work](#)

- An average engineering aspirant spends ~₹84,000 on their tuition every year and yet receives the same cookie-cutter training as ~72 other students in a classroom.
- How might we provide a test-prep offering that is accessible, adaptive and personalised at a fraction of the cost for the students?
- As a single-member UX team, delivered end-to-end experience, including Adaptive practice, Personalised test assessment and online lectures.
- At launch, we had 1.2M registered users across Android and Web platforms. Post-launch, we achieved an NPS (Net Promoter Score) of 40+.
- Manager: [Jubin Smitha](#), Head of Product (L8), Amazon Academy

TC TechCrunch
[Amazon makes JEE education push in India with JEE preparation app](#)

ET NOW
[Jeff Bezos forays into India's \\$180-bn edtech sector with Amazon Academy](#)

techradar
[Amazon India enters ed-tech with Amazon Academy](#)



MAY 2020 - MAY 2022
Blapp
 Part of my volunteering work — designed an app that helps find black-owned businesses around you.

[↗](#)



FEB 2013 - JAN 2015
Flipkart
 Inspired a shift in team culture by pitching the vision in UX prototypes. Plus, an in-depth look into building a habit-forming product.

[↗](#)



SEP 2016 - MAY 2018
Product Design Co.
 A digital design studio that worked with 10+ startups during the ideation stage. Helped identify the MVP to aid pitches to the investors.

“Design systems hash out the easy problems, so products can focus on the hard ones”

Currently (re)reading

The Almanack of Naval Ravikant
 Eric J

Thinking, Fast and Slow
 Daniel K

Build
 Tony Fadell

“Always ideate using the **thickest** marker, so you don't rabbit-hole into finer details”

How I stay creative

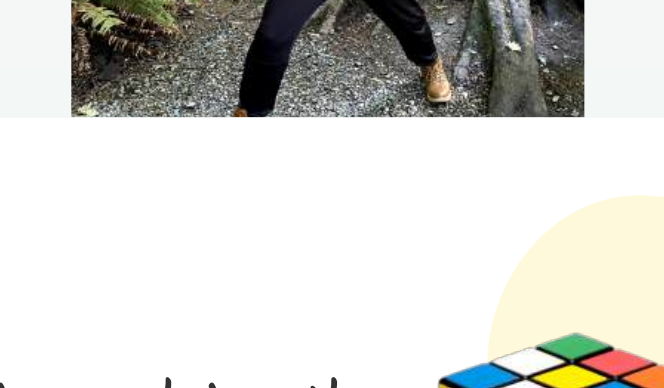
Cooking
Bro Appétit
 Dishes that every bro can make



Writing
My first non-fiction book
 [Work in progress]



Making Videos
Hikes
 Me & my wife exploring the pacific northwest



My fastest time solving the Rubik's cube is 29 seconds

