Pej Vosooghi

Principal Product Designer — Design Systems, Multimodal & AI Platforms

Santa Clara, CA · pejmon00@gmail.com · 408-664-8173 · linkedin.com/in/pejvosooghi · pej.me

---

Principal product designer with 15+ years building the structural foundations of complex products — design systems, interaction models, and multimodal experiences across visual, voice, and AI surfaces. I turn ambiguous, complex problems into interaction systems teams can ship, govern, and scale, and I prove it by shipping: durable foundations at Roku, Google, Amazon Lab126, and Hyundai's 42dot, and an independent product lab where the same discipline runs as live software today.

EXPERIENCE

Independent Product Lab · Founder & Principal Designer 2026 – Present

- Chambers — legal-tech practice-minder for solo attorneys: local-first product at v0.70 with ~480 automated tests; every machine claim carries provenance and waits behind human sign-off. Designed and ran its evaluation practice: an attorney-grade synthetic case corpus and a three-round tester protocol where an invented fact scores twice as bad as a missed one.
- Component Studio — a component knowledge platform where every component is a canonical, structured Passport consumed by design tools and codebases: 61 components rendering through one tool-agnostic pipeline, 450 tests, 45 recorded architecture decisions, working publish path into Sketch.
- Author of Behavioral Orchestration, a framework for when AI systems should act, ask, or hold — published as a whitepaper and running in shipping software.

42dot (Hyundai Motor Group) · Principal Product Designer, AI Experience 2025 – 2026

- Led foundational UX for AI-driven multimodal experiences in a software-defined vehicle platform.
- Defined interaction models, escalation rules, and behavioral contracts for agent-based AI across three capability domains — the platform's first shared pattern library for AI behavior.

Amazon Lab126 · Senior Multimodal Product Designer, Alexa Auto 2020 – 2025

- Led a 12-person cross-functional pod (1 PM, 11 engineers) through end-to-end execution on platform systems work, contributing to hiring and performance reviews.
- Designed the tokenized design system for a safety-critical multimodal platform, encoding NHTSA distraction rules into the components themselves — compliant by default, with a projected ~35% design-to-development efficiency gain in annual planning.
- Designed the OS-level window management model (layout, focus, z-order, cross-process contracts) and the adaptive widget system spanning screen sizes, park/drive states, and voice + touch input.
- Established design-to-code alignment across Figma, React Native, and Alexa Presentation Language.

Google · Interaction Designer, Advertiser UX 2016 – 2019

- Co-invented Blox, Google's Sketch-based atomic design system with live specs and HTML export; drove adoption by teaching it — 70+ four-hour sessions for 150+ designers, with 90% acceptance and 70% adoption across 200+ surveys.
- Designed and shipped core features of Carbon, the design-system management platform: roles & permissions, project settings, onboarding, and usage analytics — released to production as designed.
- People's Choice award, Sprint Week 2018, for WordFlow, a string-management tool connecting content writers and designers.

Roku · UX Designer2014 – 2016

- Built the XML theme architecture and sponsored-theme system behind branded home-screen experiences; researched and refined the ad-consumption experience on the platform's most valuable surface.
- Designed platform UI components and the parallax screensaver — work still shipping on millions of devices a decade later.

EARLIER

Founder, EcoJump — international water-restoration venture: pitched national river-restoration programs in Manila and Dhaka, and personally ran the field validation study in Miami. · Co-founder of a martial-arts retail brand grown from an online store to twelve locations, as its only creative. · Six years as sole creative for Bio-Organic Catalyst, taking seven products to shelf.

TOOLS & TECHNICAL FLUENCY

Figma (components, tokens, variables) · ProtoPie · Storybook · Design tokens & component libraries · HTML/CSS · React (working knowledge) · AI-native workflows (Claude Code, MCP, agent orchestration) · Accessibility (WCAG)

EDUCATION

B.S., Web Design & Interactive Media — Art Institute of California