

Pej Vosooghi

Principal Product Designer — Design Systems · Multimodal & AI Platforms

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Principal-level product designer with 15+ years building the structural foundations of complex products — design systems, interaction models, and multimodal experiences across visual, voice, and AI. My through-line is systems with the hard constraints built in: safety, behavior, and governance encoded into the components teams reuse, so quality scales without re-solving it each time. Durable foundations shipped at Google, Amazon Lab126, Hyundai's 42dot, and Roku. Strongest in ambiguous, high-stakes problem spaces.

EXPERIENCE

42dot (Hyundai Motor Group) — Principal Product Designer, AI Experiences Sunnyvale, CA | 2025–2026

- Led foundational UX for AI-driven multimodal experiences in Hyundai's software-defined vehicle platform.
- Defined interaction models, escalation rules, and behavioral contracts for agent-based AI across three capability domains — establishing the platform's **first shared pattern library for AI behavior**.
- Built tokenized, reusable interaction foundations that reduced fragmentation across multimodal vehicle surfaces.
- Partnered with product, engineering, and data to align AI behavior with platform strategy across autonomy, assistive intelligence, and real-time decision systems.

Amazon Lab126 — Senior Multimodal Product Designer Sunnyvale, CA | 2020–2025

- Built the **first visual UI layer for in-vehicle Alexa**, following its voice-only launch on the Lamborghini Huracán EVO (2021).
- Architected **APL Auto Viewport** — the Alexa Presentation Language framework for in-vehicle UI — with distraction-safe interaction models compliant with NHTSA and Android Auto standards.
- Architected an automotive design system with distraction-safety constraints (NHTSA, Android Auto) encoded directly into components, so teams build compliant in-vehicle apps from reusable parts instead of re-solving safety each time — a projected **~35% design-to-development efficiency gain** in annual platform planning.
- Co-led the **Q Project**, a branded voice-enabled digital cabin built with OEM partners — owning Home Launcher, global interaction models, tokenized theming, and the Widgets/Drawer architecture.
- Designed and shipped **10+ APL widgets** across OEMs, including a Vehicle Signals Widget for live telemetry and a Dynamic Content Area fusing voice and visual cues.
- Defined proactive interaction models — criticality (impact + urgency) and dual-mode (productivity / companionship) — for context-aware AI in safety-critical environments.
- Led a cross-functional pod (1 PM, 9 engineers); contributed to hiring and performance reviews; mentored designers on system-level UX and token discipline.

Google — Senior UX Designer, Design Systems Mountain View, CA | 2016–2019

- Built and scaled **Blox**, an atomic design system for Sketch — reaching **150+ designers** through 70+ training sessions; 200+ surveys showed **90% acceptance and 70% adoption**.
- Built **Carbon**, a web-based design-system manager unifying specs, documentation, versioning, and governance into one source of truth — at Dec 2018 pre-launch: 21 UX teams, 18 cross-functional partners, **~2K users, ~9K sessions and ~75K page-views/month**, 8.33-min average session; won the **2018 Sprint Week People's Choice Award**.
- Led a **1,600+ page UI audit** across 50+ teams and 19+ spec sites, surfacing pattern fragmentation and driving consolidation toward a unified system.
- Defined governance, taxonomy, and information architecture balancing platform consistency with team autonomy.

- Diagnosed an **85% post-click dropout** in the home-screen ad unit (caused by a forced advertiser-app download) and designed the fix — cutting dropout to **~40% almost overnight** and helping the unit reach its **~\$10M annual revenue** potential within the first year.
- Designed foundational navigation and the **Shoji Window Management System** — still shipping on Roku devices a decade later, across millions of units.
- Created Roku's early visual and motion language, including the parallax screensaver.

SELECTED WORK

Behavioral Orchestration — Original Framework & Whitepaper · 2026

- Authored an original framework for how AI should behave in safety-critical and operational environments — synthesizing 15 years of systems work into one thesis: constraints and governance built **into** AI behavior, not bolted on.
- Defined 10+ behavioral primitives (criticality, escalation, suppression, authority, behavioral transparency) spanning automotive, robotics, healthcare, industrial, and consumer AI. Published as a public whitepaper with an interactive case study.

Behind the Mask — AI-Augmented Interaction Platform · 2026

- Designed and built a browser-based multiplayer platform exploring behavioral archetypes and AI-assisted gameplay — shipped **solo in 4 weeks** via an AI-augmented workflow (Claude Code, Figma MCP, React).

SKILLS

Systems & Architecture	Design systems & governance · Tokens, components & variables · Cross-platform patterns · System-level UX
AI & Multimodal	Multimodal UX (visual / voice / AI) · AI interaction & behavior design · Voice (APL)
Craft & Delivery	Prototyping & validation · Design–engineering alignment · Accessibility (WCAG)
Tools	Figma (tokens, variables, Dev Mode) · ProtoPie · Storybook · Zeroheight · HTML/CSS · React / React Native · Git/GitHub · AI-augmented tooling (Claude Code, Figma MCP, Copilot)

EDUCATION & EARLIER CAREER

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

Co-founder, OTM — brand/creative lead and store operations for a retail business that grew from an online store to 12 locations; sole creative across brand, web, and motion before moving into UX.