

Peyman Hosseinzadeh

Staff Product Designer · AI products

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peymanhoss.com

15+ years designing software, including three-plus years at Amazon leading UX for Amazon Autos and Amazon Music. Now designing a 0-to-1 enterprise platform for building AI agents at Syllable.ai; earlier led design for ASAPP's GenerativeAgent platform.

EXPERIENCE

Syllable.ai

Feb 2026 – Present

Staff Designer

- Designing a 0-to-1 enterprise platform where teams build AI agents to take on their everyday work

Amazon

Sep 2022 – Jan 2026

Senior UX Designer, Amazon Autos · Apr 2024 – Jan 2026

- Owned design strategy for checkout, pricing, and fulfillment as Amazon Autos went from zero to public launch in 2024
- Rebuilt the vehicle order fulfillment flow, lifting order conversion nearly 6%

Senior UX Designer, Amazon Music · Sep 2022 – Apr 2024

- Shaped UX strategy for the podcast publishing and advertising platforms used by enterprise publishers, growing adoption 8%

ASAPP

Jul 2021 – Sep 2022

Senior Product Designer

- Led design for GenerativeAgent, where enterprise clients configure, monitor, and tune their AI agents
- Turned a 5–7 day deployment that ran through internal integration managers into configuration clients handle themselves

SimplePractice

Apr 2020 – Jul 2021

Senior Product Designer

- Redesigned telehealth video across web, iOS, and Android as sessions grew from 60k a month to 2.6 million

EZ Texting

Oct 2018 – Mar 2020

Senior UX Designer

- Core team designer on an MVP iOS app built to lift customer retention and engagement, from research through launch

Earlier

2012 – 2018

Product / UX Designer at DemandJump, Prysm, and Cook Medical

- Five years at Cook Medical designing internal and customer-facing tools used by 10,000+ sales reps; established the pattern libraries and design systems at DemandJump and Prysm

SKILLS

Tools — Figma, Claude Code, Cursor, VS Code, design systems, prototyping in code

Domains — AI agents, LLM tooling, enterprise SaaS, e-commerce, healthcare

EDUCATION

M.S., Human-Computer Interaction Design · Indiana University, Bloomington

2010 – 2012

B.S., Informatics · Indiana University, Bloomington

2005 – 2010