



Amran Ali

I solve problems for people in meaningful ways: from initial concepts to final product.

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Key Skills

- Facilitation
- Project Management
- Creative Thinking
- Problem Solving
- Prototyping
- Wireframing
- Figma / FigJam / Miro
- Adobe CC
- 3D Modelling
- AI Prompting
- V0
- VS Code
- User Research
- Claude

About me.

Who I am. I'm Amran, I grew up in the Bengali Idrive design led product thinking. Working with teams across product, engineering and sales to ensure; products solve real problems at scale.	Who I am. I'm Amran, I grew up in the Bengali community in Yorkshire. It taught me the importance of empathy and diversity. We help each other with everyday challenges, bringing people together.	Why I do it. I have always been a bit of an outsider, I know what it feels like to have different needs. To have assumptions made on my behalf, and to not fit the mould. This is why I design with sympathy and empathy. Building solutions that meet the needs of real people.	Where I'm going. The world has become more digital in nature. Solutions also need to sit both in the physical and digital world: phygital if you will. I'm building my practice right at that intersection. And have spent the last few years working this way.
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Experience

UX Designer II Blue Yonder Aug 2026 — Present Driving impact through design at scale. Designing products across 6 countries in 2 regions. Working on strategy, research and implementation of key KPIs to offer value to clients and consumers. Collaborating with global teams across Product, Engineering, Project, Sales and Operations to create a cohesive product offering fit for markets across LSP (logistics) and Retail.	UX Designer I Blue Yonder Jul 2025 — Aug 2026 Taking products from 0-1 and doubling network expansion landing the biggest deal for the department (\$14M+). Working with global brands to deliver reverse logistics solutions that offer business impact whilst meeting the needs of everyday users. Leading design on the kiosk offering, creating both hardware and software products and partnering with multifunctional teams and vendors.
Associate UX Designer Blue Yonder Apr 2024 — Jul 2025 Working as part of a global end-to-end logistics technology firm on both physical and digital product design. Discovery: conducting initial research and usability testing at prototype stage and live in the field. Design & Development: solving problems and proposing solutions to meet client and business needs. Implementation: working with internal stakeholders and the technology team to deliver solutions in readiness for project rollout.	UX Designer · Project Manager · Facilitator Freelance Nov 2022 — Present Working with businesses and charities developing physical and digital solutions. Industrial Design: design for manufacture, concept strategy, 3D design, detailing and drafting. Project Management: strategy, planning, facilitation, execution and stakeholder management. User Experience: persona development, task analysis, user flows, wireframes, user testing and prototyping.
Workshop Instructor Experience Haus Jan 2024 — Oct 2025 Running workshops as a Design Advocate and Educator focused on User Centred Design principles and solving business problems. Delivered product design thinking sessions to students across the UK, helping the next generation of designers tackle real-world challenges through design thinking methodologies.	Industrial Product Designer Furnitubes International Ltd Mar 2015 — Jan 2024 Led the design development of multiple street furniture and public realm product ranges from concept through to manufacture. Full design process ownership across local authorities, housing associations, and transport operators. Notable projects include the FERN planter range, Arca bin redesign, Veeva seating, and the Kings Crescent bespoke installation.

Education

Diploma in Product Design — UX & UI Experience Haus 2021	BA (Hons) Product & Furniture Design — 2:1 Kingston University 2012	Foundation in Art & Design — Distinction Leeds College of Art 2009
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References available upon request.