Imtiaz Siddiqi

Lead UX Designer, Enterprise & Conversational AI · Ecolab, AWS, Allstate

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UX lead for enterprise AI with 15+ years of experience. I design how AI earns trust and turns data into decisions people act on. At Ecolab, AWS and Allstate: **87% fewer false alarms**, **+56% sales** and **$300M in year one**, and field prep cut from **2 hours to near zero**.

87%	$300M	+45%	2h → 0
Fewer false alarms	Business in year one	Dataset utilization	Field prep per collection run
ECOLAB	ALLSTATE	AWS	ECOLAB

EXPERIENCE

Ecolab — Senior UX/UI Designer, UX Lead for Agentic AI (Contract)

Jul 2025 - Present · Naperville, IL

Own UX strategy and design for Ecolab's agentic intelligence platform and global water product suite, defining how AI proactively surfaces insights and guides action for industries ranging from hospitality to the critical cooling infrastructure behind data centers and AI hubs worldwide.

- Turned alert noise into prioritized, validated issues: **87% fewer false alarms**, with **83%** of surfaced alerts accurate. Instead of chasing every sensor alert with little context (30 minutes to 2 hours of digging, cross-referencing and writing up each one), users get EVA's top issues with evidence and recommended actions, and the team decides what's legitimate. It also puts expert-level investigation within reach of newer team members.
- Designed the conversational "ride-along" model that lets users move between EVA's priority feed and multi-turn dialogue for deeper investigation.
- Designed the AI response architecture behind every priority and key metric: the canvas each one opens into and what EVA fills. Built it with product and research, and vetted it with data science against what the model could reliably produce.
- Identified that a desktop-first roadmap failed to serve field reps' real operational needs and led the pivot to a mobile-first model, replacing manual sample-bottle labeling with pre-printed, scannable labels, which cut field rep prep time from **roughly two hours to near zero** per collection cycle.
- Designed an AI-powered DIY water safety product for hotel customers, designing around a computer-vision model that reads aerial imagery to auto-detect cooling towers on site — a proactive safeguard built from original research showing users routinely misjudged their own equipment and eligibility.
- Set the AI trust framework every Ecolab segment is building on, defined a 3–5 year agentic roadmap that leadership backed, and am shaping the platform's multi-modal mobile strategy.

Rypil — Lead UX & Product Designer (pro bono)

Jan 2024 - Jul 2025 · Remote US

Worked directly with the founders of an early-stage startup to design a mobile shopping app that ties everyday purchases to local causes, from early concept through MVP.

- Shaped product strategy and co-defined the MVP with the founders and engineers, aligning scope with business goals and investor readiness.
- Owned all research and UX, from user research and experience architecture to core flows and high-fidelity designs for the native mobile app.
- Mentored the startup's design interns.

Allstate Insurance — Senior UX Architect, UX Lead (Contract)

Jun 2023 - Dec 2023 · Remote US

Brought in to unify a fragmented bundling experience across Allstate's home and auto insurance platforms, integrating legacy systems and laying the foundation for cross-product experiences.

- Set the UX strategy and led a UX team of four (UX writer, researcher and two designers) to deliver the **MVP in 2 months**, replacing a legacy flow that had stalled for 2+ years.
- Architected a scalable design template aligned with enterprise standards, projected to lift bundling conversion by **63%**.
- Defined a unified customer journey to enable seamless cross-selling and improve product discoverability.
- Replaced ad-hoc design requests with a structured intake, discovery, and delivery framework.

Amazon (AWS) — Lead UX Designer

Jun 2022 – Jun 2023 · Remote US

Led UX for integrating AWS DataZone into the Athena console, unifying fragmented workflows. Improved data discoverability, lifting dataset utilization by **45%**, and advanced design consistency across the AWS ecosystem.

- Defined MVP scope and long-term experience vision with product, engineering, and subject matter experts; led research and design thinking workshops to inform product direction and mitigate delivery risk.
- Set the information architecture and taxonomy to reduce friction and improve discoverability platform-wide, and designed scalable task flows across varied personas to ensure accessibility and cross-segment usability.
- Expanded AWS's component-based design system and unified the Athena experience, aligning roles, workflows, and access patterns across DataZone and Athena users.

Allstate Insurance — Lead UX Designer

Jan 2017 – Jun 2022 · Northbrook, IL

Owned UX strategy and execution for two platforms: the customer-facing Allstate Business Insurance (ABI) platform and the internal Business Planning Platform (BPP), used by **10,000+ agents**. Brought automation and measurable business impact to complex ecosystems.

- Built and led a multidisciplinary UX team, setting direction across research, visual design, content strategy, and interaction design.
- Partnered directly with the President of Allstate Business Insurance and C-suite leadership to define UX strategy and align platform vision with enterprise business objectives.
- Delivered the ABI platform **in 100 days**, taking underwriting from **3 days to instant** and cutting the application from **70 questions to 33** (**30 minutes to 10**); commercial auto sales **rose 56%**, with **$300M in year one** as the business grew from one state to three.
- Designed a machine learning-powered Business Planning Platform that reduced reliance on Field Sales Leaders by **70%**, lifted forecast accuracy by **25%**, saved **~8 hours per consultation** and contributed to a **15% sales increase**.

SPX Technologies — Senior UX Designer

Aug 2013 – Aug 2016 · Elk Grove Village, IL

Designed consumer-facing public transportation experiences, modernizing how millions of transit riders paid fares, bought tickets, and moved through stations by consolidating **25 legacy platforms** into a unified, cloud-based solution. Led the full UX lifecycle—discovery, research, architecture, design, prototyping, front-end development, and field testing.

- Replaced a manual process spread across disconnected systems, emails, phone calls and favors, cutting orders, approvals and fare changes from **7–14 days to real time** and **doubling efficiency**.
- Established UX research from scratch—partnered with marketing and engineering to lead field studies with transit passengers, uncovering pain points that shaped product direction.
- Designed the experience across e-commerce, kiosks, and fare systems, and built a scalable design system and component library to keep every platform consistent.
- Implemented UX designs directly in code using HTML, CSS, and Bootstrap, accelerating handoff and ensuring close alignment between design and engineering throughout implementation.

EARLIER EXPERIENCE

Assurant (formerly The Warranty Group) — Senior UX Designer

Aug 2005 – Aug 2013 · Chicago, IL

Designed global e-commerce platforms for Fortune 500 and mid-size clients across auto, home and appliance, improving transactional efficiency by **40%**. Created the company website and intranet, recognized with an award from the head of marketing.

SKILLS

AI & Strategy	Agentic AI experience design · Conversational UX · AI response architecture · Human-in-the-loop workflows · AI transparency & trust · UX strategy · Service blueprinting · Systems thinking
Research	Field studies · Usability testing · Stakeholder interviews · Behavioral analytics · A/B testing
Craft & Tools	Product design · Figma · Design systems · Rapid and AI-assisted prototyping · HTML/CSS · WCAG accessibility
Leadership	Team leadership & mentoring · Executive alignment · Workshop facilitation · Agile UX
Domains	Enterprise SaaS · B2B · Insurance · Industrial & water · Regulated industries

EDUCATION AND PROFESSIONAL DEVELOPMENT

User-Centered Design Thinking Facilitator Certificate (2022), LUMA Institute
User-Centered Design Thinking Practitioner Certificate (2017), LUMA Institute
Majored in Human-Computer Interaction (HCI), DePaul University