

Affan Khokhar

Product designer, happy go lucky



PROFILE

I'm a product designer who writes code too, which means the details survive the trip from design to production. I can be scrappy or polished, just depends on the team. I've built design systems from scratch and shipped apps to the App Store on my own. I'm your next hire.

CONTACT

EMAIL

affankhokhar@gmail.com

PHONE

(848) 459-3805

LOCATION

San Francisco, California

Willing to relocate!

ONLINE

affank.com

SKILLS

Claude Code	Codex
Figma	Framer
Subframe	Paper
Photoshop	MS Paint

FOCUS

0 → 1 product design

Design systems

Prototyping & motion

Mentorship & craft

EXPERIENCE

reducto.ai Founding PD

Sept '25 – Present

Design system. Built our design system, brought it into code, and redesigned every screen.

Growth. Created the onboarding experience and drove adoption of our new MCP tool.

Evals. Led end-to-end design of a new evaluation tool so users can measure tool performance.

New products. Shipped new endpoints into our Studio API playground and founded bets like redaction to stay competitive.

character.ai Senior Staff PD

May '24 – Jan '25

Games. Led a 0→1 initiative bringing games into chat, spanning the end-to-end experience plus a creator studio for third-party makers.

Growth. Designed core app functions along with notifications, character profiles, the login experience, and sharing.

Craft. Shaped the company north star and up-leveled every designer by bringing prototyping and motion design into their daily work.

Lyft Staff PD

Sept '22 – May '23

Rider app. Staff lead of six designers; set a new in-ride north star and reworked the airport pickup experience.

Mentorship. Mentored 15 designers and built internal tools to streamline our design process.

Meta Senior PD

Feb '17 – Aug '22

Ads. Sole designer behind Campaign Budget Optimization, today roughly 75% of Meta's ad revenue.

Profile. Led profile frames for social distancing and getting vaccinated, reaching 2B views and 12.6M adoptions worldwide.

Reels. Helped launch Facebook Reels globally, with a focus on creation and mimicry tools.

Mentorship. Taught and mentored junior designers in prototyping tools like Origami and Framer.