Ian Khoogar-Kirk

Senior Product Designer & Art Director

San Francisco Bay Area
ikirk.design
hello@ikirk.design
linkedin.com/in/idkirk

Capabilities

Product & Experience
Product Design, Product Strategy, Interaction Design, Information Architecture, Service Design, Prototyping

Visual & Creative
Art Direction, Visual Design, Motion Design, Visual Systems

Systems & Collaboration
Design Systems, Component Libraries, Design Documentation, Research Synthesis, Stakeholder Alignment

Tools & Prototyping
Figma, Framer, Webflow, AI-assisted Prototyping

Profile

Multidisciplinary product designer and art director with over 20 years of experience across consumer technology, entertainment, connected fitness, and creative agencies.

I care about both how something works and how it feels.

Experience

Roblox
November 2022 – March 2026
Senior Product Designer, Growth

Led design initiatives across consumer and creator experiences, with a focus on search, discovery, content, and shared interaction patterns.

- Led Universal Search, bringing five teams together around a consistent experience across product surfaces. Established shared interaction patterns and contributed reusable components and documentation to the design system.
- Designed product direction and interaction models for Charts, content discovery, and search landing experiences, including features delivered through phased releases.
- Designed consumer-facing music discovery and playback experiences, helping bring new functionality from concept to an initial release.
- Ran twice-weekly designer working sessions and weekly VP reviews, and took Universal Search to senior leadership for sign-off.

Tonal
May 2022 – July 2022
Senior Staff Product Designer

Designed Live Programs, connecting individual live workouts to structured, multi-week training experiences.

- Developed the experience across program discovery, enrollment, scheduling, and ongoing participation.
- Mapped the relationships between member experiences, trainers, programming, and content operations to establish a shared product model.
- Presented the proposed experience through executive review. The feature launched following my tenure.

Netflix
September 2019 – October 2021
Product Designer, Interactive Experiences

Worked on tools and experiences supporting Netflix's interactive entertainment initiatives.

- Designed the Interactive Experiences Hub, creating resources and experience patterns for partners developing interactive titles. The first phase launched.
- Applied visual design and motion approaches developed for Netflix Originals to interactive entertainment experiences.

Ian Khoogar-Kirk

ikirk.design
hello@ikirk.design

Education

Academy of Art University
BA, Web Design and New Media

Brainco Minneapolis School of Advertising
Art Direction

Art Institutes International Minnesota
AA, Graphic Design

Experience, continued

Netflix
May 2013 – September 2019

Product Designer, Netflix Originals

Worked across product design, art direction, motion, and visual systems to shape how Netflix Originals were presented across television, mobile, and web.

- Led design of the Billboard production system, developing adaptable layouts, templates, and visual guidelines for presenting content across devices, formats, and languages.
- Developed motion and character-focused presentation approaches, working across creative production and product design.
- Created the Title Groups information architecture framework, connecting related titles, franchises, and seasons. Synthesized research and technical requirements into design principles and documentation, working across multiple teams to establish a shared direction.
- Developed concepts including Double Feature, Flashback & Recall, and Containers, exploring new ways to present and watch titles.

AKQA
June 2012 – May 2013

Senior Designer

Worked across design and art direction for digital campaigns, print, photography, and branded experiences, collaborating with creative and production teams from concept through execution.

Earlier Experience
2002 – 2012

Visual Design, UX, Graphic Design & Production

Previous roles at Lunar Design, 4040 agency, Aechelon Technology, and Regis Corporation, alongside freelance work across print, digital, web, and visual production.

Independent Work

I build small apps and design experiments to explore new ideas and prototype in code. They include **Lamplight**, our family's library, shelved like a small bookshop, and **Waypoints**, our family's trips, flights and the places in between.

See them all at **ikirk.design/lab**.