

Ahmed Genaidy

Staff product designer

ahmad.migo@gmail.com
+49 173 996 2937
Berlin, Germany
Portfolio: ahmed.geniady.com

Staff Product Designer with 10+ years of experience shipping impactful products at Meta, eBay, and Miro. Specialise in AI-native product experiences, scalable design systems, and growth experimentation. Rare hybrid of deep UX craft and hands-on prototyping ability, building tools and plugins used by 33k+ designers worldwide. Proven track record of leading 0 to 1 initiatives, mentoring teams, and driving measurable business outcomes through evidence-based design.

Work experience:

Miro / Staff product designer

01.2025 – Current – Berlin, Germany

- Led 0 to 1 design of Miro Flows, an AI-native workflow automation engine, from fragmented concept to Canvas '25 launch in under 4 months, achieving 75% CSAT and becoming one of Miro's top monetisation levers.
- Established the 'in-context prompting' interaction model, now reused across Miro's product lines to prevent UI fragmentation at scale.
- Shipped Synced Copies feature within two months of joining; built Miro's Modular Creation Platform (MCP) and a design-system knowledge base to scale code-based design.
- Founded Vibe Coding Prototyping Office Hours, upskilled 5 designers from zero to live prototypes in Cursor, attracting 50+ internal attendees and accelerating team-wide AI prototyping capability.
- Built custom prototyping boilerplates in Figma Maker / Replit, enabling rapid testing of complex AI interactions without full engineering builds.

Meta / Senior product designer

09.2022 – 12.2024 – Berlin, Germany (Remote)

- Designed Cross-Meta Support, a unified contextual support platform for Meta businesses, consolidating 6+ fragmented entry points into a single asset-aware hub, improving support discoverability and introducing rCSAT as the team's success metric.
- Integrated GenAI-powered routing to guide users to the correct support tier automatically, reducing decision complexity across Creator, Business, and Meta Verified surfaces.
- Led onboarding for new product designers across Meta; managed delivery across Meta Verified for Business, Customer Support Flows, and cross-functional initiatives.
- Mentored 2 designers through structured growth plans, accelerating their career progression; developed an internal Figma plugin to streamline cross-team design workflows.
- Maintained the cross-Meta design system, ensuring consistency at scale across multiple product surfaces.

eBay classifieds group / Senior product designer

08.2019 – 08.2022 – Berlin, Germany

- Drove a +16% lead rate uplift, the highest single-experiment uplift on the platform, by challenging the assumption that login was required for lead conversion, backed by competitor analysis of 23 marketplaces and in-depth buyer journey research.
- Delivered +4% login rate and +1% user registration through social login implementation; ran structured A/B experiments via Optimizely with clearly defined hypotheses and success metrics.
- Conducted dealer interviews and usability research to validate form vs. chat for anonymous users; aligned cross-functional stakeholders (sales, engineering in Germany, product) on evidence-based decisions.
- Presented 'Designing with Data' framework to designers and PMs; led Figma interactive component workshops to upskill the broader team.

foodspring GmbH / Senior UX/UI designer

04.2018 – 07.2019 – Berlin, Germany

- Conducted moderated usability research with first-time fitness food buyers (ages 20-32, Germany) to uncover two core pain points: users lacked product knowledge and couldn't match products to their personal diet goals.
- Restructured product category pages to improve information visibility and product discovery; A/B test delivered +4% CTR to product pages, +1% add-to-cart clicks, and +1.5% cart size increase.
- Redesigned the filter system to reduce friction in product discovery; experiment yielded +5% CTR, +1.2% add-to-cart rate, and a +15% increase in filter engagement.
- Introduced a calories calculator to help users match products to their fitness goals, the highest-impact experiment of the project, driving +14% CTR to product pages and +2.4% add-to-cart clicks.

fleetster GmbH / UX/UI designer

08.2017 – 02.2018 – Munich, Germany

Built a comprehensive design system that improved designer-developer handoff, created Sketch plugins to boost team efficiency, and delivered customised white-label solutions for enterprise clients.

Earlier: UX/UI Designer at TheD. GmbH (Cairo, 2016-2017) and Entrepware (Cairo, 2014-2016).

Skills:

Design & Craft: User flows, Wireframing, UI design (Figma, Sketch), Interaction design, Motion graphics (After Effects), Illustration (Adobe Illustrator).

Prototyping: Claude Code, Cursor, Replit, Lovable, Figma, Framer, HTML/CSS/JavaScript, React, Swift, Vibe coding.

Research & Growth: A/B testing (Optimizely), Usability testing, User interviews, Heatmaps (Hotjar), Funnel analysis, Google Analytics, Data Studio, Tableau.

Leadership: Stakeholder management, Mentorship & coaching, Hiring & interviews, Design critiques, Design thinking workshops.

SIDE PROJECTS & FIGMA PLUGINS:

Lo-Fier (Figma Plugin) Effortless wireframe transformation. 17,200+ active users.

Input Fields (Figma Plugin) Keyboard input fields for Figma prototypes. 16,300+ active users.

Logilog AI career mentor that turns daily logs into performance reviews.

Pictoks Visual AI image editor for precise, local edits.

Padelicano Americano Padel match scoring companion app.

RECOGNITION

- **Google Student Ambassador**, Egypt (2014).
- **Google Student Ambassador Mentor**, MENA region (2015).
- **Canvas '25 Launch Event**, Miro Flows showcased at Times Square, New York.

Education:

Faculty of Engineering Ain Shams University / B. Eng
Cairo, Egypt

Bachelor in Computer Engineering

Kelly school of business / Global Business Institute
Indiana, US

Business, Entrepreneurship, Presentation skills, Elevator pitching and Leadership skills.