

Akber Ahmed

Senior Product Designer

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PROFILE

Senior Product Designer with eight years of experience, based in Berlin. I work on B2C products, and I'm at my best where research, a solid design system, and close work with engineers come together into something people actually want to use. Four of those years were at Snap, designing end-to-end for retailers like Zara, Hugo Boss, and ASOS, including a footwear sizing redesign that lifted conversion 14% and cut returns 12%. AI is now part of how I design and prototype, from a conversational styling feature at Snap through to Roam, a live AI trip planner I designed, built, and tested myself. The tools have changed. The job, making a product clear and worth trusting, has not.

EXPERIENCE

think-cell Software

Senior Designer • Berlin • Mar 2025 — Present

- Led design for think-cell Assist, a natural language, AI powered charting feature, owning the user flows and interaction design end to end and partnering closely with engineering on the WinUI3 build, including light and dark themes, Figma variables, and design tokens.
- Established shared foundations across three separate design systems spanning product, website, and marketing, restructuring them around common design tokens and component conventions so each surface keeps the constraints it needs while drawing on one base.
- Designed onboarding and notification flows for complex PowerPoint and Excel productivity tools used at scale.

Freelance Product Designer

Berlin • 2024

- Delivered end to end client work from research through handoff, including GreenCycle, a sustainability e-commerce platform designed and shipped in Webflow.

Snap Inc. via acquisition of Fit Analytics

Senior UX/UI Designer, then Interface Designer (IC4) • Berlin • Nov 2019 — Dec 2023

- Led end to end user research, interaction design, and usability testing on Fit Finder across retail clients such as Zara, Hugo Boss, and ASOS, driving a 14% conversion lift and a 12% reduction in return rates through data informed decisions.
- Designed Muse, an AI stylist, from 0 to 1: a conversational, agentic experience combining LLM-driven recommendations with generative AI virtual try-on and human-in-the-loop validation, reaching an 88% task success rate and 4.0/5 user satisfaction.
- Co-created the ARES Shopping Suite design system covering a suite of four AR and generative AI products, improving design-to-engineering handoff across the team.
- Ran regular design critique sessions across a team of five and mentored a junior designer who went on to lead larger projects independently.

Lingoda

Product Designer • Berlin • Jan 2018 — Oct 2018

- Designed student and teacher portals for a global EdTech platform, delivering high fidelity prototypes and establishing the initial UX/UI style guide.

Sixt myDriver

Product Designer • Berlin • Jan 2017 — Dec 2017

- Redesigned the myDriver booking flow end to end, working closely with product and engineering, contributing to a 20% increase in booking conversion.

MullenLowe Group, Leo Burnett, Ogilvy & Mather

Senior Art Director / Creative Associate / Visualizer • Karachi • Oct 2012 — Mar 2016

- Progressed from Visualizer to Senior Art Director across three international agencies, leading visual storytelling and executive stakeholder presentations for global campaigns.

SELECTED PROJECTS

Roam

Independent AI Product • 2026 • akberahmed.com/roam

- A live AI trip planner I designed, built, and tested end to end, from research and design system through to a deployed React and TypeScript front end. Validated in unmoderated usability testing with six users at 100% task completion; testing surfaced a real trust failure I then fixed in the shipped product.
- Treated the system prompt as a core design artefact, using structured output, hard constraints, and a visible reasoning note on every suggestion to keep AI output legible and trusted.

SmartSubs

Freelance iOS Product • 2024 • akberahmed.com/smartsubs

- An iOS subscription manager designed end to end from research to developer handoff, reaching 90% task completion and 4.6/5 satisfaction in usability testing.

SKILLS

- Product Design** End-to-end product design, systems thinking, interaction design, information architecture, high-fidelity UI, WCAG accessibility
- Design Systems** Scalable design systems in Figma, auto layout, component libraries, design tokens, design-to-engineering handoff with Figma Dev Mode
- Research & Data** User research, user interviews, product discovery, usability testing, A/B testing, conversion optimisation, KPIs, data-informed decisions
- Craft & AI** Visual craft, conversational UI, prompt engineering, AI-assisted prototyping in code with Claude and Cursor, cross-functional collaboration

TOOLS & STACK

- AI** Claude, Claude Code, Cursor, v0, Figma AI, Figma Make, Figma MCP
- Design** Figma, Framer, Adobe CC
- Engineering** HTML/CSS, React, TypeScript, Vite, GitHub, Vercel
- Research** UXtweak, Maze

CERTIFICATIONS

- Anthropic, 2026** Introduction to Model Context Protocol • Claude Code in Action • AI Fluency: Framework & Foundations
- DeepLearning.AI, 2026** Prompt Engineering for Developers

EDUCATION

- Indus Valley School of Art & Architecture** BA Communication Design • 2011

RIGHT TO WORK

- UK citizen • German permanent residence permit (no visa needed for any EU role)

LANGUAGES

- English (Fluent) • Urdu (Fluent) • German (A2)