

Firoz Ahmad

Senior Product Designer – Design Systems, SaaS & AI

✉ hello@ahmadfiroz.com ☎ +601153461280 📍 Kuala Lumpur, Malaysia • Remote

🌐 ahmadfiroz.com 🔗 linkedin.com/in/afiroz 🎨 dribbble.com/ahmadfiroz

Award-winning Senior Product Designer with 12+ years across SaaS, design systems and AI. Designed for Upwork, Siemens, Telenor, Veon and Nestlé.

EXPERIENCE

Senior Product Designer, *Goava Sales Intelligence AB*

Jan 2021 – Present

Remote

- Owned the end-to-end design function for Goava's award-winning B2B sales-intelligence platform.
- Designed the **Goava Prospecting Agent**, an agentic AI prospecting tool: **~7× lift in CRM contact exports** in its first week, 90% of exported contacts sourced by the agent, and **47 new deals**.
- Led the redesign of Goava classic into **Goava Discover**: 95% of users migrated, **121% MRR growth**, and **NPS up from -25 to +50**.
- **Built and scaled the Goava design system**, cutting design-to-dev cycle time by ~30–40%.
- Built a **Figma MCP to Claude Code pipeline** and a **Claude Code plugin** that gives engineers the design system across all platforms.
- Collaborated with distributed teams in the Nordics and Bangladesh, contributing to a **\$4.5M funding round**.

Sr. UX Designer (Contract), *Creative Aliens*

Jun 2020 – Aug 2025

Remote

- Audited and helped build design systems for **Udacity (Veritas)** and **Siemens (Enlighted Connect)**, improving consistency and developer handoff.
- Helped redesign **Nestlé's checkout experience**, leading to a **1.31× increase in subscriptions** and a more seamless purchase flow.

Product Designer, Design Systems (Contract), *Upwork*

Nov 2023 – Oct 2024

Remote

- Helped build the **Air 3.0 Design System**, the core design language powering the platform that connects **millions of freelancers and clients globally**.
- **Unified component libraries** across multiple squads, streamlining handoffs and **reducing design consistency issues by ~20%**.
- Designed **design-token architecture** and usage guidelines, cutting inconsistencies across web and native apps.
- **Partnered with engineers** to deprecate legacy components, lowering maintenance overhead and accelerating shipping velocity.

Experience Lead, *Dingi Technologies Limited*

Jul 2017 – Oct 2020

Dhaka, Bangladesh

- Promoted from **UX Designer** to **Experience Lead** in **2019**; went on to **manage the full product line**, empowering businesses and startups with **location intelligence, automation, and IoT services**.
- Designed and shipped **FollowR**, a device-agnostic fleet-tracking SaaS across web, mobile and SMS: **49 businesses onboarded**, including Grameenphone, and the **BASIS National ICT Award 2020**.
- Led **prototyping, research, design sprints, and usability tests** with the CEO and product team to shape product strategy.
- **Scaled Dingi to 200k+ users**, transforming it into a revenue-generating platform.

Product Designer (Contract), *Cookups Technologies Limited*

- Designed and prototyped user experiences for Bangladesh's largest home-cooked food platform.
- Redesigned the core ordering funnel, leading to over 50% order growth and a 1.52× increase in sign-ups.

Jul 2017 – May 2018
Dhaka, Bangladesh

SELECTED CASE STUDIES

Building AI Agents for Smart Prospecting

ahmadfiroz.com/case-studies/prospecting-agent

Goava Discover: Smart Prospecting for B2B Sales

ahmadfiroz.com/case-studies/discover

FollowR: Fleet Tracking for Businesses

ahmadfiroz.com/case-studies/followr

SKILLS

Core

Product Design, UX Design, UI Design, SaaS & Service Design, Design Thinking.

Research

User Research, Competitive Analysis, Usability Testing.

Execution

Prototyping, Wireframing, App/Web UI, Design Systems, Git.

Emerging

Agentic System Design, Claude Code & MCP Workflows, Prompt Engineering, Vibe Coding

EDUCATION

BSc in Computer Science & Engineering

CGPA 3.72/4.00

May 2013 – May 2017
Southeast University
Bangladesh

COMMUNITY & RECOGNITION

Young Jury, Awwwards

Recognizing innovative web design globally.

Creative Lead & Initiator, Behance Bangladesh

Founded BeReviews Dhaka, organizing design community events supported by Behance & Adobe.

Speaker

Droidcon, BITPA, Artisanal Convergence and multiple local events

Co-founded Startups

Joldiapp (hyperlocal delivery) & Klassroom (edtech)

Contributor, Mozilla Foundation

Credited in Firefox browser (about:credits).

National ICT Award 2020, BASIS

Won in the Industrial Transport category for FollowR.