

Furquan Ahmad

Product Designer · AI-native

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Summary

AI-native product designer who ships. Forward deployed designer at Scale AI who introduced AI working practices, including the first designer-shipped PRs and prototypes. 10+ years across Meta, Ford and Scale AI, owning problems end to end, from definition to customer rollout, in high-growth environments, with measurable gains in conversion, click-through and task success.

Skills: AI-native interaction design · visual design and design systems · rapid prototyping · end-to-end product ownership · shipping fast with engineers · working directly with customers · usability testing · AI-assisted design and development (Claude, Codex) · cross-platform design (web, mobile, VR) · stakeholder management · mentoring

Tools: Figma, Adobe Creative Cloud, Claude, Codex

Lead Product Designer · Scale AI · 2025 - Present

Forward Deployed Designer · Global Public Sector · London

- First design hire for Scale AI in London; built the Global Public Sector design team to 10.
- Worked as a forward deployed designer, partnering directly with customers and engineers to turn ambiguous problems into shipped products in days.
- Introduced AI-native working practices to the design team, including the first designer-shipped PRs and AI-built prototypes.
- Used Claude and Codex to build the entire frontend of production-grade bilingual (Arabic RTL) apps, and worked with Engineering to ship PRs that improved live apps.
- Al Shour (Ministry of Justice): sole designer and developer of an Arabic-first AI workspace that automates the state-litigation workflow end to end, with AI extracting case data from filed documents.
- Super App: lead designer unifying 14 government services into one flow, with 32% faster task completion in usability testing.
- Qatar University: sole designer of the student AI portal, with a 28% task-success lift and 21% fewer support tickets in early testing.
- Led design vision across a multi-billion-dollar, five-year Qatar government AI partnership (50+ apps by 2029).

Senior Product Designer · Meta · 2021-2025

Facebook Groups · San Francisco · 2025

- Designed new recommendation formats, including AI-generated summaries of group discussions and group biography highlights, driving a +2% lift in click-through rate; presented the concepts to VP-level stakeholders for alignment.
- Led design for Group Discovery and Recommendations in Facebook Groups (2B+ monthly users), delivering a 5% uplift in joins and conversions for Young Adults by optimising recommendation outputs and placements across Reels, Feed, Search, Group Mall, WhatsApp and Instagram.
- Shipped new recommendation styles to brand-new surfaces, increasing entry points and reach across Facebook's 3B+ users with a unified design pattern for consistency at scale.

Horizon Events VR · London · 2024

- Led design for immersive event discovery and booking on Horizon VR and web, reaching 10M+ customers, using cross-platform design patterns to keep usability consistent across VR and web.
- Launched 3P Events, letting third-party creators host VR events open to anyone, expanding content diversity and engagement.

- * Created new surfaces for event creation and discovery across VR and web, increasing entry points and improving cross-surface usability.

Workplace · London · 2021

- * Defined and led the vision for Meta's first Gen AI strategy in Workplace, shipping AI-powered tools for productivity, search and content creation to 100M+ enterprise users, partnering with product and engineering leads to define the product vision.
- * Revamped the Knowledge Library and related productivity tooling to help employees find and use high-value knowledge, and presented the vision to senior leadership for investment approval.
- * Designed new event page surfaces for Events and a post-production studio for LIVE, letting teams edit, summarise and republish recordings, while mentoring junior designers.

Product Designer · Ford · 2015 - 2021

Last Mile Delivery, FordPass and FordPass Pro

- * Designed and shipped multiple 0-to-1 automotive and mobility products, including Last Mile Delivery (iOS courier app) which scaled daily delivery volumes 10x, and FordPass Pro (global fleet management app) deployed in 30 markets with 1M+ users.
- * Designed key features for FordPass, used by 10M+ users across 50+ markets, including Digital RSA (live/digital engagement) and Digital CoPilot (fuel reports, journey tracking).
- * Created the FordPass Pro design system, defining components, visual language and accessibility guidelines (WCAG 2.1) for consistent delivery at scale.
- * Solo designer on Last Mile Delivery, owning end-to-end UX/UI design, prototyping and usability testing.
- * Progressed from product designer to senior, contributing to multiple 0-to-1 and growth projects across consumer and enterprise.

Selected projects

- * **UK Train Times:** designed and built a live UK rail service showing departures, arrivals, platforms and disruption across 2,609+ stations, powered by National Rail data.
- * **AutoScout:** designed and built an AI-powered UK used-car buying guide that analyses 33M DVSA MOT tests to show reliability, model years to buy or avoid, and pricing.

Ongoing community projects

YouTube Channel

Creator of a design education channel with 100K+ views, sharing tutorials and career insights for aspiring designers.

Ready, Set, Grow

Author of a monthly design newsletter with 1K+ subscribers, covering resources, UX/UI tips and industry trends.

Crescent Creatives

Founder of a London design community uniting Muslim designers and allies, hosting events and mentorship for 1K+ members.