

Gamal Amer

Lead Product Designer – Enterprise AI & Agentic Platforms
(Founding-level designer building 0→1 AI-native systems that scale to millions of users and €20M+ impact)

Berlin, Germany | +491792413732 | jamer.uxd@gmail.com | in/jameruxd | Portfolio

EXECUTIVE SUMMARY

Lead / Founding Product Designer with **18+ years of experience** designing and scaling **enterprise-grade digital platforms**, spanning **AI-native SaaS, agentic automation systems, and Amazon-scale commerce**.

Specialized in **designing operating experiences for human–AI collaboration** — translating complex orchestration logic, non-deterministic outputs, and data-heavy workflows into **intuitive, high-trust enterprise products**.

Proven track record delivering **measurable business outcomes**:

- €20M+ recurring annual cost savings
- 18–22% conversion uplift across revenue-critical journeys
- 30–40% faster product execution through systems-level design
- Platforms operating across **16+ international markets**

Comfortable operating as the **first or most senior designer** in ambiguous, high-velocity environments, partnering directly with **founders, executives, and engineering leadership**.

SIGNATURE BUSINESS IMPACT

Enterprise AI & Automation

- Designed AI-native pricing and workflow platforms automating **2M+ B2B transactions annually**
- Delivered **€20M+ recurring operational savings** through system redesign and automation
- Reduced manual validation effort **35–40%** using agent-assisted workflows
- Increased enterprise decision velocity **~25%** through analytics and data-visualization UX

Revenue & Growth

- Increased checkout and payment conversion **18–22%**
- Drove **25–30% engagement growth** via experimentation and behavioral insights
- Contributed to **~30% Black Friday revenue uplift** at Amazon

Speed, Scale & Systems

- Reduced delivery cycles **30–40%** via centralized design systems
- Accelerated concept-to-MVP timelines **30–35%** using rapid prototyping and AI-assisted validation

- Established scalable UX governance across **16+ European markets**

CORE CAPABILITIES

- 0→1 Product Design & Founding Environments
- Enterprise AI & Agentic Workflow Design
- Human–AI Interaction & Non-Deterministic UX
- Design Systems (Built from Scratch)
- Complex Workflow & Legacy System Modernization
- Rapid Prototyping & Validation
- Cross-Functional Leadership (Product, Engineering, Data)
- Executive Communication, OKRs & KPI Alignment

PROFESSIONAL EXPERIENCE

Lead AI Product Designer - Automation & Agent Systems (Consultant) Malt Community GmbH | Berlin, Germany | Apr 2025 – Present

Lead end-to-end design for **AI-native enterprise automation platforms**, partnering closely with Product Leads and Engineering Managers.

Impact

- Improved operational efficiency **25–30%** via AI-enabled workflow orchestration
- Reduced repetitive validation effort **35–40%** through agent-assisted systems
- Shortened MVP timelines **30–35%** using rapid prototyping and AI-supported discovery

Scope

- Designed human–AI interaction models balancing automation, transparency, and control
- Created agent workflows with confidence indicators, escalation paths, and override logic
- Built orchestration dashboards translating complex backend logic into intuitive interfaces
- Established scalable UX frameworks enabling sustained product velocity

Lead AI Product Designer (Consultant) Neuroflash GmbH | Hamburg, Germany | Apr 2023 – Feb 2025

Owned UX for a **high-growth AI SaaS platform** serving global customers.

Impact

- Increased engagement **25–30%** through structured experimentation (qualitative + quantitative)
- Improved activation and retention by translating AI capabilities into clear user value
- Enabled rapid AI feature expansion without usability degradation

Execution

- Built experimentation frameworks (A/B testing, KPI dashboards, behavioral analysis)
- Designed UX patterns for non-deterministic AI outputs (confidence signals, feedback loops)

- Influenced roadmap prioritization through evidence-based insights, operating without formal PM authority

Lead Product Designer (Consultant)

MediaMarktSaturn GmbH | Berlin / München, Germany | Nov 2021 – Mar 2023

Led UX optimization for revenue-critical omnichannel journeys across European markets.

Impact

- Increased checkout and payment conversion **18–20%**
- Reduced customer support volume **15–18%** through systemic journey simplification
- Improved accessibility compliance **~30%**, reducing regulatory and operational risk

Scope

- Designed and scaled end-to-end checkout, payment, and post-purchase workflows
- Simplified complex legacy flows into scalable, repeatable UX patterns
- Partnered closely with Product, Engineering, and Commercial leadership to prioritize high-impact initiatives

Senior / Lead Product Designer

Metro AG | Berlin / Düsseldorf, Germany | Feb 2018 – Oct 2021

Functionally led UX strategy for **enterprise pricing, ordering, and analytics platforms** across **16+ European markets**.

Flagship Achievement: Customer Individual Pricing (CIP) Platform

- Automated **2M+ orders annually**
- Generated **~€20M recurring operational savings**
- Reduced delivery cycles **35–40%** via centralized design systems

Leadership

- Led cross-functional discovery and roadmap definition without formal PM authority
- Established design governance and review frameworks
- Mentored designers and strengthened UX–Engineering collaboration

EARLIER ROLES

Senior UX Designer

Travelcircus GmbH | Berlin, Germany | Jul 2017 – Dec 2017

- Increased mobile conversion **~15%**
- Reduced checkout abandonment **~20%**

Regional Creative Designer (UI/UX)

Amazon Middle East | Dubai, UAE | Sep 2015 – Jun 2017

- Supported scalable design standards during rapid regional expansion.
- Contributed to ~30% **Black Friday revenue uplift**
- Increased engagement ~20% via A/B-tested UX optimization

(Additional roles available upon request)

FOUNDER-LEVEL OPERATING EXPERIENCE

- Embedded in executive planning, KPI reporting, and roadmap discussions
- Translated strategic objectives into executable product initiatives
- Designed dashboards and decision systems improving predictability and alignment
- Operated effectively in ambiguous, high-intensity 0→1 environments
- Delivered measurable outcomes without predefined playbooks

EDUCATION & CERTIFICATIONS

Digital Product Management – University of Virginia, United States | 2026

Agile Leadership – University of Colorado Boulder, United States | 2025

Generative AI for Product Owners – IBM | 2025

BSc in Computer Programming – Thebes Higher Institute, Cairo, Egypt | 2002

Mobile Creative & Development Diploma – Hyper Island, Stockholm, Sweden | 2014

LANGUAGES

English: Fluent

German: Professional Working Proficiency (B1, Advancing)

Arabic: Native

Spanish: A2