

# Mahdi Farra • Head of Design

Bay Area, CA • [mahdif.com](http://mahdif.com) (portfolio) • [linkedin.com/in/mahdif](https://linkedin.com/in/mahdif) • [hello@mahdif.com](mailto:hello@mahdif.com)

Product design leader with 17 years building consumer and B2B products from 0→1. Scaled design teams from 1→6, led cross-functional orgs of 25+, and drove measurable impact: 4x engagement, 83% faster performance, 3x conversion rates. Experience spans AI products, collaboration tools, and e-commerce from seed stage to enterprise scale.

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## EXPERIENCE

**Design • Meta** Mar 2026 – Present • *Menlo Park, CA*

**Founder • DesignQA.com** Sep 2024 – Present • *San Francisco, CA*

Building AI-powered design QA tool that generates code fixes for visual bugs via GitHub PR.

- Validated market demand with early customers including Amplemarket, securing 3 paying customers before product launch
- Designed and built initial MVP, then hired and managed team of 3 engineers and video producer to scale development

**Head of Design • Ava (AI Accessibility Platform)** Jan 2024 – Sep 2024 • *San Francisco, CA / Remote*

Led design across iOS, Android, Mac, and Windows for AI-powered live captioning platform serving deaf and hard-of-hearing users.

- Redesigned desktop experience (Mac/Windows), improving usability and accessibility; users kept the app running 3x longer
- Established design system that increased team efficiency by 50%, enabling consistent experiences across all platforms

**Head of Design & Product • Runday (3D Virtual Office)** Jun 2021 – Aug 2023 • *SF, CA / Remote*

Led design and product strategy for seed-stage 3D collaboration platform. Promoted to Acting CEO, managing 25-person cross-functional team.

- Grew design team from 1 to 6 designers, establishing hiring processes and design culture from scratch
- Led 25-person organization as Acting CEO, aligning cross-functional teams around shared product vision
- Increased engagement 4x through improved onboarding and core experience redesign
- Improved platform performance 83%, reducing load time from ~2 minutes to under 20 seconds
- Secured \$7M seed funding by leading investor pitch and product strategy presentation

**Design Lead, Web • Airtime (Social Entertainment)** Oct 2020 – Jun 2021 • *San Francisco, CA / Remote*

Led web application design for social streaming platform enabling shared watching experiences.

- Drove 50% increase in user engagement through feature design and UX improvements
- Built design system that doubled team efficiency while improving consistency

**Staff Product Designer • Rakuten Ready (Rakuten)** Dec 2018 – Oct 2020 • *San Mateo, CA*

Led product design for B2B iPad app serving restaurant staff at Japan's largest e-commerce company.

- Designed tablet-first restaurant management interface that improved staff efficiency by 50% and reduced customer wait times by 30%
- Co-designed food ordering UX that increased sales by 40% per restaurant location
- Built design system for division that ensured consistent delivery across product teams

**Design Lead** • CollegeVine (EdTech Platform) Dec 2016 – Dec 2018 • *Boston, MA*

First designer (employee #7), leading design and building front-end engineering function for college admissions platform.

- Hired and managed 3 front-end engineers; established company's first design system
- Designed scheduling system that increased consultant booking rate 3x and session attendance by 30%
- Led design for core platform features: video chat, college finances dashboard, school list tools, and advisor profiles

**Sr. Product Designer** • NGTI / Swisscom (Telecom) Dec 2014 – Dec 2016 • *Netherlands & Switzerland*

Led design for messaging apps across iOS and Android, including Swisscom iO (top 10 in Swiss App Store).

- Designed Video Walkie-Talkie feature that increased app engagement by 35%
- Led end-to-end design for senior-focused communication app with health monitoring for caretakers
- Shipped features for WhatsApp-competitor platform serving the Swiss market

**Earlier Experience:** Dubizzle (Dubai, UAE), N2V, and others • 2008–2014

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## EDUCATION

**BA, Graphic Design** • Al Ahliyya Amman University, Jordan • Jan 2011

*Graduated with honors, ranked 1st in class*

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## SKILLS

**Product & Leadership:** Roadmap Development, Team Scaling (1→6), Hiring & Mentorship, Cross-functional Leadership, Data-Driven Decision Making, 0→1 Product Development

**Design:** Figma, Adobe Creative Suite, Design Systems, User Research, Interaction Design, Prototyping, A/B Testing

**Technical:** React, Next.js, Vue.js, JavaScript, HTML/CSS, Git/GitHub, AI Tools (Claude Code, Cursor)