résumé · updated October 2026

ghaida zahran

people-focused designer

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With over 15 years of experience, I've led design for products reaching hundreds of millions of people; from Netflix's global growth surfaces and large-scale enterprise platform to Roblox's social experiences. I believe design is a vehicle for asking better questions, not a deliverable factory. Curiosity, play, and healthy dissent drive everything I do.

EXPERIENCE

Everlaw

2026–present — Principal Product Designer

Mural

2026 — Distinguished Product Designer, Next Generation

- Led AI adoption for the design and cross-functional team, defining processes, creating shared resources, and hosting team AI skillshares
- Created resources for designing with AI, including a prototyping harness for facilitating remote user testing, presentation tooling, and a wireframing framework
- Created an AI-powered rapid research and development approach to identify and test opportunities quickly, reducing risk and improving velocity
- Designed and shipped a 0-1 desktop app entirely with vibecoding
- Worked with product to define product strategy, OKRs, and roadmap for a new product offering
- Worked directly with C-suite leaders to define company-wide product strategy and vision

Roblox

2025–2026 — Product Design Lead, Social

- Led design on the transformative 0-1 Roblox Moments initiative, delivering designs that raised the level of craft while working within the unique constraints of Roblox's Lua-based platform
- Led design and product for a universal on- and off-platform sharing system to drive growth and engagement

- Drove a higher bar for quality on the design team by introducing improvements to design practices, review processes, and deliverables, and by presenting talks on design topics to the organization
- Coached senior designers and interns through complex product problems and managing stakeholders
- Drove a systems-thinking approach to product design to establish unified, repeatable patterns for the team's solutions

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Netflix

2023–2024 `Product Design Manager, Promo Media & Martech`

- Led a team of 4 senior designers working across two different organizations to design a strategy, planning, production, and distribution ecosystem for assets used to promote Netflix on and off the service
- Collaborated with cross-functional leaders to define product strategy and vision
- Worked across organizations to influence and define generative AI strategy for promotional assets

2021–2022 `Product Design Manager, Globalization`

- Coached a diverse team of designers through navigating a complex space with numerous stakeholders
- Defined product strategy with partners across organizational and geographical boundaries
- Advocated for the team within an increasingly sophisticated and complex design organization
- Created multiple 0-1 products to grow audience reach and Netflix sign-ups around the globe

2017–2021 `Product Design Lead, Partnerships & Payments`

- Coached a team of designers, prototypers, and UX writers through solving complex problems for customers
- Defined design strategy for key partner products
- Evangelized design strategy with cross-functional stakeholders, including C-suite executives

2016–2017 `Product Designer, Content Platform`

- Designed content acquisition and localization software
- Established the practice of using the System Usability Scale to help the team measure the impact of design improvements on the business
- Designed efficiencies into subtitle authoring, reducing subtitle authoring time from days to hours
- Rethought the asset ordering and acquisition flows to be more automated and efficient

2015–2016

Change.org

Product Designer, Revenue

- Worked closely with product managers and engineers to design and develop new features, and iterated on existing ones through experimentation

2012–2015

ZURB

Product Design Lead

- Led design projects for clients, coached designers through design thinking methods, and collaborated with engineers on ZURB's flagship product

2008–2012

Various agencies, Jeddah, Saudi Arabia

Interaction Designer

- Designed web apps and sites for clients of 3 brand agencies in Saudi Arabia, including a self-founded studio, at the time Saudi Arabia's only human-centered UX design studio

SKILLS

Product strategy and vision | 0-1 product design | Design leadership and coaching | Designing with AI | AI-assisted prototyping and vibecoding | Design systems | Systems thinking | Remote user testing and usability measurement (SUS) | Experimentation and iterative design | Executive and cross-functional collaboration | Globalization and localization

EDUCATION

UC Berkeley, Haas School of Business

MBA, 2022

Savannah College of Art and Design

Interactive Design and Game Development (didn't graduate, fun story, ask me about it)

Dar Al-Hekma University

BA in Graphic Design, 2008