Nida Ezdi — Principal Product Designer

Product Strategy, AI-Native Experiences, Systems Thinking & Design Leadership

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Experience

Principal Product Designer

Babbel (Babbel Labs) | Berlin, Germany | 04.2026 — Present

- Lead end-to-end product design across AI-first learning initiatives, spanning discovery, product strategy, systems logic, cross-functional alignment, prototyping, validation and delivery.
- 0→1 for Placement, one of Babbel's most complex and ambiguous learner journeys, reframing a traditional assessment into an adaptive, personalised experience balancing engagement, accuracy, learner agency and trust.
- Pioneered AI-native design workflows across Product and Engineering, using Claude Code, Codex and Gemini to build directly in the product codebase and core iOS app, iterate content, and deliver functional prototypes and repo-based handoffs through GitHub.
- Data-driven processes and decision-making rooted on research, product analytics and historical experiments to lead alignment across Product, Adaptive Learning, UXR, Learning Content, Growth and Engineering to define shared principles, trade-offs and MVP scope.
- Designed and ran validation studies across the product development lifecycle, from early concept and preference testing through logic validation and delivery-stage prototyping, progressively de-risking key decisions before implementation.
- Designed adaptive interaction and assessment logic, separating learner difficulty signals from evidence weighting so users can steer the experience without directly steering the placement result.
- Translated an ambitious product vision into A/B-testable delivery slices using existing infrastructure, while contributing across Illustration & Image Generation strategy and Design Debt to improve experience quality and cross-team initiatives.

Senior Product Designer

Emma Sleep GmbH — Frankfurt, Germany | 03.2022 . — 03.2026

- Owned product design across 21+ EU & LATAM markets, shaping discovery, product strategy, experimentation and delivery across the e-commerce journey.
- Drove measurable growth through product and UX improvements, with initiatives reaching up to +34% conversion, +31% RPU and 95% adoption.
- Co-shaped roadmaps, priorities and MVPs with Product and Engineering, balancing business goals, dependencies, delivery constraints and longer-term product direction.
- Partnered with UXR and CRO to plan usability studies and A/B tests, using behavioural and business metrics to inform decisions and iteration.
- Scaled design quality beyond individual features through design systems, UX guidelines, global content strategy and mentorship across product teams.

UI/UX Designer

Vice Golf GmbH — Munich, Germany (Remote) | 03.2020 — 11.2021

Redesign of mobile and desktop UX & UI for sporting goods company. Planning various stages from concept development, positioning, wireframing, designing and prototyping of the e-commerce website and marketplaces presence

Education

Master in Design

ELISAVA School of Design & Engineering Barcelona, Spain | 2018

Postgraduate studies in Communication Applied to Global Projects and Digital, Editorial & Publishing Projects

Bachelor in Brand Design

L'École de Design Nantes Atlantique Nantes, France | 2016

Bachelor in Visual Communication Design

National College of Arts, NCA Lahore, Pakistan | 2014

Grade: Distinction, 4.0 CGPA

Certifications

AI for Designers
Interaction Design Foundation | 2025

Earn Your Seat at the Table: Leadership Lessons for Designers
Interaction Design Foundation | 2025

Measuring UX & Design Impact
Vitaly Friedman | 2024

Product Psychology Masterclass
Growth Design | 2023

Google UX Design Professional
Google | 2021

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Design Consultant

Various — Lahore, Pakistan | 03.2018 — 12.2021

Independent consulting for various local and international companies for branding, strategy, UX/UI projects, including but not limited to *Vice Golf GmbH, Getaround, The Female Company, Pikchur, etc.*

Lecturer — Bachelor Visual Communication Design

National College of Arts — Lahore, Pakistan | 09.2016 — 01.2017, 09.2018 — 03.2021

Faculty member, mentor and lecturer for Undergraduate students of the Design, defining the course curriculum, teach design methodologies, research and delivering end-to-end projects

Visual Designer

Libas NOW — Lahore, Pakistan | 05.2014 — 07-2015

UI/UX Design Intern

TKXEL — Lahore, Pakistan | 06.2012 — 07.2012

Conferences

Hatch Conference

Berlin, Germany | 2025

The event where experienced UX & Design Professionals in Europe meet to learn, get inspired and connect.

By Nadim Raad — UX Designer @ Google

Nantes, France | 2016

Interactive design and diverse backgrounds and the journey to Google in Mountain View, California.

By Patrick Thomas — The New York Times

Barcelona, Spain | 2017

Organized by ELISAVA School of Design & Engineering

Core Expertise

End-to-end · AI-Native Product Design · UX/UI · Problem framing · Data-driven · Design Ops · Continuous discovery · Systems thinking · Product strategy · Usability testing · UX research · Information architecture · Prototyping · Design Systems · Mentorship · Experimentation · Cross-functional Leadership · Content strategy · Brand strategy

Tools

Claude Code · Claude Design · Codex · Gemini CLI · Figma · Miro · UserTesting · Linear · GitHub · Confluence · Jira · Lovable · AirTable · Notion · ContentStack · Adobe Suite

Languages

Professional

English

Level — Fluent / Native

Other

German

Level — Zertifikat Deutsch B1

French

Level — A2

Portuguese (BR)

Level — Elementary

Urdu

Level — Native