

REEM AKUZ

ABOUT

Lead product designer working on platform-scale, cross-org initiatives. I turn ambiguous strategy into systems and frameworks other designers build against, with AI agents built into how I design and prototype.

Location: Berlin, Germany

Email: reemakuz@gmail.com

Portfolio: reemakuz.com

TECHNICAL SKILLS

DESIGN

Figma · Figma Make

AI + CODE

Claude · Cursor · VS Code · Xcode

EDUCATION

German Jordanian University

B.A. Design & Visual Communication, Amman

Hochschule Mainz (exchange)

Design & Visual Communication, Mainz

EXPERIENCE

Lead Product Designer · Meta, Berlin/London (Remote)

2022 — Present

Lead designer for Shops. Own end-to-end strategy, vision, and execution across Storefront and Collections, and the central design partner for any team across the org looking to ship on Shops.

- Turned ambiguous product strategy into structured, end-to-end design frameworks that other product designers shipped against, cutting spec churn and unblocking parallel work-streams across Shops.
- Led the design of a library of 20+ reusable UX components across multiple ad surfaces, built the intake and design-system infrastructure the team now runs on, converting scattered one-off requests into a scalable system and directing two designers on this initiative.
- Built and shipped internal AI tools adopted across the design org and company-wide, and established an AI-native practice: agents for design ops, research, and analysis that raise spec quality, accelerate concepts, and let me ship code-level work including bug fixes and polish PRs.
- Mentored designers across the Shops org through craft feedback, career planning, and design-system onboarding.

Senior Product Designer · SoundCloud, Berlin

2019 — 2022

Lead designer for Core Listener, with work spanning discovery, search, and recommendations. Set the design direction for playlists and shipped new listener-facing surfaces across the product.

- Drove a fan-community-driven vision for how artists connect with their listeners, pitched to Universal, Sony, and other major label partners.
- Shipped a new artist-discovery browsing experience grounded in ethnographic research, aimed at helping emerging artists get found.
- Enhanced the recommendation system with social signals, matching listeners by shared taste and surfacing tracks trending within their network.
- Hired and mentored a design intern who grew into a junior designer on the team.

Product Designer · Tajawal, Berlin

2017 — 2019

Led the design of Tajawal's transition to a Progressive Web App (PWA) on mobile web.

- Built the design system that powered the PWA across the product.
- Improved density and hierarchy of metadata on hotel results, and built the ratings framework.

UI/UX Designer · Shopgate, Butzbach

2016 — 2017

Built the checkout experience and customized the e-commerce template for B2C brands.

UI/UX Design Intern · Samsung, Amman

2015 — 2016