



Azizuddin Ahmed Afaq

Product, Design & AI Leadership

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[Coaching & Mentorship](#)

[Linkedin](#)

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Over the last 15 years, companies have hired me specifically to build products that scale. The product & design organizations I've built to power those products are still generating value.

Experience

HEAD OF PRODUCT DESIGN ----- INTERZERO GMBH, MAY 2025 - PRESENT

Leading design across Interzero's Product & Tech organization, driving customer centric innovation for one of Europe's leading circular economy solution providers serving 50,000+ customers across 20+ European countries.

Key responsibilities & impact

- Leading a specialized team of senior designers operating across the full spectrum from strategic opportunity discovery to product & service execution.
- Advising directors and executives on business strategy across pricing, shipping and scaling across European markets, grounded in customer insights and product thinking.
- Established CRS (Circular Research System), a comprehensive research & testing infrastructure to democratize capturing, learning and documenting insights from customer panels across the core business segments.
- Building SDM, an enterprise level business data model, to power a service engine that automates matching relevant operational services to customer demands, waste types, logistics and relevant legal obligations to derive the ideal production plans for customer contracts.
- Championing an outcome oriented product culture in a 30+ year-old organization, shifting from requirements built on assumptions to customer centric product development.
- Successfully shifted organizational mindset from "design as UI execution" to "design as strategic problem solving and customer advocacy", raising UX maturity from 2 to 5 (NNg) for the organization.
- Driving organization wide AI adoption from the ground up, equipping teams and leadership with the capability to integrate AI into both creative and operational workflows.

SENIOR PRODUCT DESIGN MANAGER ----- INTERZERO GMBH, APRIL 2023 - MAY 2025

Enhanced product experience across Interzero for B2B & B2C platforms. I established foundational practices and led the design team to focus on spearheading the org's UX maturity.

Strategic Leadership & Organizational Transformation

- Established the Product Trio model as a cornerstone of Interzero's technology restructuring and strategic decision making.
- Introduced & implemented the Holacracy framework to enable autonomous collaboration and strategic focus.

Product Strategy & Customer Centric Innovation

- Developed product rollout strategy emphasizing early customer testing, significantly reducing development costs and ensuring market product fit before scaling.
- Implemented post launch testing framework to drive success management, iteration, and informed scaling decisions.
- Pioneered behavioral analytics integration (Hotjar) to shift culture from assumption based to data driven decision making and to embed research and continuous testing throughout product development lifecycle.

Design System (Circular)

- Secured C-level buy in and drove integration of CDS (Circular Design System) across all key products, accelerating development velocity and ensuring consistency.
- Initiated the integration of accessibility standards into design system components, ensuring inclusive, compliant solutions across European markets.

Key Product Achievements

- Designed award winning B2B solution KTV (Transport Packaging Customer Platform), achieving 23.4% increase in adoption rate and 7.83% boost in conversion rate within 3 months.

PRODUCT & DESIGN MENTOR ----- ADPLIST, NOVEMBER 2021 - OCTOBER 2025

Empowered the next generation of product and designer experts through 1:1 mentorship and career guidance. Recognized as top 10% mentor for 3 consecutive years with 353 sessions completed.
Find my ADPList profile [here](#).

SENIOR DESIGN MANAGER & TRIBE LEAD ----- SIXT, AUGUST 2022 - MARCH 2023

While reporting directly to the Head of Design at Sixt, I was in charge of raising product maturity and elevating end-to-end customer experiences at scale. My key contributions included the following:

Vehicle Booking Experience

- Reduced monthly booking cancellations by 6%, generating €361,200 in monthly revenue through redesigned transactional communication journeys.
- Enhanced user engagement, as booking confirmation CTR improved from 11% to 16%, while mobile check-in CTR rose from 21% to 24% with open rates climbing from 65% to 70%.
- Established and embedded the Product Trio framework, fostering seamless cross-functional collaboration between product, engineering, and design & research teams.

Design System (Oxide23)

- Led comprehensive design system audits and developed strategic adoption roadmap for Oxide23 rollout.
- Secured management approval and implemented ZeroHeight to bridge Figma and Storybook, creating a unified source of truth for design and engineering.

DESIGN LEAD & SENIOR CONSULTANT ----- AKKODIS, SEPTEMBER 2019 - JULY 2022

Led and scaled an international product design team across Europe for enterprise B2B platforms, managing cross-functional teams and driving design strategy from research through implementation for Fortune 500 clients.

Guided Learning Ecosystem for Microsoft

- Led discovery research for centralized learning platform consolidating Microsoft's fragmented educational landscape. Led research team of 6 through 6 months of stakeholder analysis, market research, and qualitative interviews.

Aircraft Parts Management System for Airbus

- Led information architecture redesign for legacy hardware management system used at airbases across Germany and France. Collaborated with Airbus engineers and domain experts to redesign legacy material tree structures.

AI Driven Talent Sourcing Solution for Adecco

- Led end-to-end design for the AI powered talent matching platform and launched the product, matching 100,000+ talent profiles to thousands of job postings.
- Won the 2020 Adecco GLC Award for innovative product.

PRODUCT DESIGNER ----- DIALOGUE TECH, APRIL 2018 - AUGUST 2019

Led conversational UX for an artificial assistant, employing voice & touch interactions. Sammy, a customer service bot with a 72 inch display, was designed to help customers navigate through their shopping experience at physical stores.

USER EXPERIENCE DESIGNER ----- SLANT, NOVEMBER 2017 - MARCH 2018

Collaborated closely with the CTO to deliver the website and brand for the blockchain solution to democratize social media by using decentralized tokens.

UI & GRAPHICS DESIGNER ----- NOTIONHIVE, JULY 2009 - MARCH 2016

Designed brand and websites for SMEs across Asia and North America.

Certifications

- Professional Scrum Master I (PSM I)
Issued by scrum.org
[Click link to verify](#)
- UX Management: Strategy & Tactics
Issued by The Interaction Design Foundation (IxDF)
[Click link to verify](#)

Education

North South University, Dhaka, Bangladesh — B.Sc. Electronics & Telecommunication Engineering, 2016

Hamburg University of Technology, Hamburg, Germany — M.Sc. Information Technology (Not concluded)

Skills & Tools

- Product Leadership & Management
- Design Systems & Operations
- Product Org Strategy & Scaling
- Coaching & Mentorship
- UX Research & Strategy
- UX & UI Design
- Figma
- Miro
- Hotjar
- Claude code