MARIYAM ELSHRIEF

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Senior Product Designer | Agentic AI, Creator Workflows & Design Systems

SUMMARY

Senior Product Designer with 6+ years designing AI-assisted workflows, creator experiences, and scalable systems across web and mobile. Led Facebook's first LLM-powered support assistant, translating user intent, backend architecture, latency, and platform constraints into clear conversational experiences and reusable foundations used by 1M people daily. Combines research and business data with high-craft interaction design, responsive prototyping, design systems, and storytelling across Product, Engineering, Content Design, and Policy. B.S. in Computer Science with hands-on HTML/CSS/JavaScript prototyping.

EXPERIENCE

Meta – Senior Product Designer

Mar 2025 – May 2026

- Led end-to-end design for Facebook's first LLM-powered support assistant across creator and content-eligibility workflows, taking an ambiguous agentic experience from research through high-fidelity prototypes and launch; scaled from 300K to 1M daily users and improved customer satisfaction 16.7%.
- Designed conversational patterns that recognized user intent and translated routing, data retrieval, latency, fallbacks, cooldowns, and human escalation into clear AI-assisted guidance and relevant next actions.
- Created horizontal, reusable design-system patterns across product entry points, enforcement states, and remediation workflows supported by different backend systems; documented behavior, edge cases, and implementation specifications.
- Built responsive HTML/CSS/JavaScript prototypes and led critiques and internal testing with Product, Engineering, Content Design, and Policy to validate feasibility, incorporate research and business data, and rapidly iterate.

ServiceChannel – Senior Product Designer

May 2021 – Mar 2025

- Led 0→1 design for Work Order Anomaly Detection, translating ML outputs, attribution logic, asset and work-order metadata, and thousands of records into explainable, prioritized insights for enterprise customers.
- Redesigned the Provider Dashboard and multi-step work-order workflows, improving activation and retention 25%, reducing support calls 10%, and saving technicians 30–40 minutes per day.
- Defined responsive information architecture and reusable design-system foundations across data-heavy web products; delivered high-fidelity Figma prototypes, documentation, implementation QA, and cohesive solutions with Product and Engineering.

Prudential Financial – Product Designer

Aug 2020 – Apr 2021

- Designed complex, data-driven workflows for a regulated Salesforce Customer 360 enterprise platform serving 5M+ global users, simplifying multi-step tasks while preserving critical relationships and compliance constraints.
- Translated research and product requirements into user flows, high-fidelity Figma prototypes, and structured design narratives; partnered with Product and Engineering to align architectural constraints and deliver consistent experiences within a shared enterprise design system.

EDUCATION

St. John's University – B.S. Computer Science & Business — New York, NY

General Assembly – UX Design Immersive — New York, NY

SKILLS

Product Design: Creator & Contributor Workflows, Content Submission, Search & Discovery, Interaction & Visual Design, Responsive Web & Mobile, Information Architecture, High-Fidelity Prototyping, Accessibility & Inclusive Design

Technical & AI: Agentic-First Design, AI-Assisted Workflows, Conversational Experiences, User Intent, Content Tagging & Attribution, Keyword Relevance, Metadata Strategy, Indexing & Ranking, LLM Products, Human-AI Interaction

Delivery & Collaboration: Design Systems, Horizontal Foundations, Scalable Patterns, Design Vision & Storytelling, Architectural Concepts, Research & Business Data, Implementation QA, User Research, Usability Testing, Cross-Functional Leadership

Tools: Figma (Variables, Auto Layout, Dev Mode, Responsive Prototypes), Origami, Cursor, HTML/CSS/JavaScript)