MEYDAD MARZAN

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Design leader across ads and AI. 9 years on advertiser platforms at Google and Microsoft; now building the system that builds the product.

Experience

MICROSOFT - *Design Director, Microsoft AI* SF Bay Area, USA 2025-present

AI-Native Tooling, Design System & Platform Lead 2025-present

- Initiated the creation of three AI-native building tools:
  - Kit - a harness with context, standards, skills and evals for building grounded prototypes using real code (not "vibes").
  - Studio - a desktop app leveraging the harness where designers and PMs can prototype with zero setup, co-create and publish their work.
  - Hub - a web app to share projects, remix and extract production ready code for engineers to build with.
  - **Outcomes:** Eng build time decreased by 50%; 100% designers adoption across Microsoft Advertising, Clarity and CRM. Copilot and Edge in pilot; On avg. 60 minutes from first prompt to production ready code.
- Drove the first major redesign of the 20-year-old Microsoft Advertising platform (431 pages, 2 front-end stacks, 4 generations of design system).
  Outcomes: Now GA, with XX% opt-in to the new UI, +Xpp CSAT.
- Built and led the 21-person organization across Ads, Platform and Design System: hired 8+ designers, set up and led rhythms of business; Improved team "Signals" health score +XXpp.

GOOGLE - *Sr. UX Manager* Mountain View, USA 2017-2025

Sales Intelligence & Marketing Platform Lead 2022-2025

- Led a cross-functional team of 15 (UX managers, designers, UX engineers) responsible for developing high-impact product solutions for Google's internal sales teams and advertisers globally.
- Orchestrated the annual strategic planning process across Engineering, Product, and Business leadership for 3 consecutive years, setting team direction that drove focused execution delivering $XXB in proven impact.
- Defined and championed the long-term product vision for Advertiser Headroom Planning, securing alignment across 3 product areas to launch Google's first holistic planner, achieving $XB impact, 70% CSAT, and optimizing Ads go-to-market strategy.
- Established and scaled the strategic "Compete" pillar, delivering critical competitive selling capabilities (Share of Wallet dashboards, pitch narratives) that generated $XB in impact and a 10% uplift in Google Ads product adoption.
- Introduced a structured Product Development Lifecycle and yearly team-health surveys, raising operational rigor.

Google Ads Platform Services Design Lead 2020-2022

- Established a new Google Ads Platform team of 12 designers (USA and India), solving for Billing, Identity, Security and Scaled accounts.
- Led the redesign of the SMB Billing experience through focused vision. Built awareness for Customer frustration across Ads and Payments Organizations to secure resources and synchronized execution, leading to 30% reduction in support tickets (=$XXXM savings in human support), +X% retention and +Xpp improvement in Ease of Use (no harm to revenue KPIs).
- Led the design of the first ever identity verification product in Google Ads, supporting advertising integrity across 200+ elections globally.

App Ads Design Lead 2019-2020

- Led a team of 3 designers. Successfully positioned UX as a co-equal function with Engineering and Product Management within an organization that previously lacked an in-org UX team.
- Led the design of Google's App Campaigns for App installation and engagement. Resulting in an impact of $XB.

Google Ads UX Designer (IC) 2017-2019

- Led the design and launch of 120+ features that drove adoption of "AdWords Next" (Google Ads), from 40X MAUs to a 100% landing.

JOBCASE - *Social network for the non-professional workforce, 60+ million MAUs* Cambridge, MA, USA

Head of Design Team 2015-2017

- Founded the design team and transformed Jobcase into a social network, tripling 90d retention and increasing user-generated content by 35%; led the Enterprise Hiring Platform as PM / UXD, adopted by XX Fortune 500 cos.

ROOMER TRAVEL - *Mobile and web travel marketplace with 150K MAUs* Tel Aviv, Israel

Head of Design Team 2012-2015

- Led the website redesign and user research (25% revenue increase, 70% churn reduction, tripled conversion rate) and designed the initial product prototype that secured a $2M first-round investment.

Education

BEZALEL ACADEMY OF ART AND DESIGN - *Bachelor of Design in Industrial Design* Jerusalem, Israel 2007-2011

UNIVERSITAT DER KUNSTE - *Industrial Design* Berlin, Germany 2009-2010