

Ziaul Islam

Senior Product Designer · Design System Officer

I lead AI-native products from idea to ship. Today: sole designer on 6labs.ai (12 studios live, paying users). Architect of Float, the parent/child design system behind now.gg.

- ▶ **12 studios live** · 6labs.ai AI agents
- ▶ **60+ studios** · **7,000+ devs** · nowStudio
- ▶ **5 designers** · **4 products** · Float DS

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Work experience

BlueStacks / now.gg — Product Designer → Senior

2021 → Present

Promoted to Senior, March 2024 · Recognized as Design System Officer by the Principal Designer.

- **6labs.ai** (2025 → present) — AI gameplay analytics: players, understood in seconds. Sole designer, idea → live product. Shipped 4 agents, held 1 back as a discipline call. **12 studios in active pilot** across US, Japan, and Korea — paying users.
- **AI-native workflow** (2025 → present) — Built **4 Claude Code skills**, **3 Figma plugins**, **3 internal workshops** to make the Figma↔code round-trip the team default. 10 people on the loop; the system is what shipped 6labs.ai.
- **nowStudio** (2022 → present) — Lead designer, co-led v1 with a peer, solo from v2. One upload → **six stores** (Cloud, BlueStacks, Huawei, Amazon, OnePlus, Xiaomi). **60+ studios live**, **100+ titles**, **7,000+ devs**. Time-to-publish: 4–5 days → a single sitting. nowSDK Payments take: 30% → 0–5%.
- **Float design system** (2023 → present) — Architected one parent + four child DSes consumed by **5 designers across 4 products**. ~100 tokens (pre-Variables, via plugin), 100+ icons, 200+ components.
- **BlueStacks core platform** (2021 → 2025) — Designed across **10 surfaces** of the world's most-used Android emulator (500M+ users, 200+ countries). Cloud era (BSX, Console Mode), revenue (Payments SDK, Ads), Mobile (~1M+ installs across three iterations), and the Moments work that seeded 6labs.
- **Gamification** (2021 → 2024) — Six behavior-loop surfaces: launcher Quests, Payments cashback, receipt mini-games, LINE/Telegram bots, now.gg Profile, PayPal Mobile. **~\$300K/month** in player IAP spend across the stack. Retired Quests when the publisher market pivoted CPI → ROAS — shipping discipline, not a failed feature.

Amway India — Contract Product Designer

2020 → 2021

Redesigned Amway India's **app and website** for ABO sellers and retail buyers. DS lead on a 2-designer pod: led the design-system effort and shared app + web screens with one co-designer. Built a shared DS aligned with Amway's global brand guidelines so two designers could ship two surfaces without drift. Rolled off mid-rollout.

Earlier — UI/UX Designer

Ikokas Digital Technologies (2020) · Alpha Agency (2019 → 2020)

Client work across B2B and B2C — SaaS products, portals, and interactive portfolio sites.

Education & Learning

B.Tech CSE

Galgotias University, Greater Noida

Certified Usability Analyst (HFI-CUA™)

HFI Academy, Dec 2020

UX Design Fundamentals

Coursera, Apr 2020

Skills

DOMAINS

AI-native product design · Design systems at scale · B2B platforms · B2C consumer products · ML/UX

METHODS

UX research · Usability testing · Journey mapping · IA · Prototyping · Interaction · Visual design · A/B testing

PROCESS

Agile · Lean · Kanban · Design tokens · Governance · HTML & CSS fundamentals

Tools

DESIGN

Figma · Storybook · Figma Plugin API

AI / IDE

Claude Code · Cursor · Antigravity (AI-native IDE)

WORKFLOW

Notion · MCP servers