

Ahmed Gamal

Product Designer New York

Work

ahmedthings.com

Contact

info@ahmedthings.com

About

I design AI-native tools and ship them. Primitives, interaction models, design systems, brand, and production code. Spent three years as founding designer at **Thread AI**, where I took **Lemma** from zero to platform.

Co-Founder of **The Director's Cut**, a video review tool for filmmakers. Sole designer and engineer on it, front end through backend.

Six years designing inside feature-animation pipelines at **Warner Bros.** and **DreamWorks**, where I learned how multi-stage systems with hard constraints actually behave: staged dependencies, strict handoffs, deterministic output under pressure. That is the same problem AI workflow orchestration is trying to solve, and it is why I design orchestration tools the way I do.

Capabilities

→ Product + Systems

AI-native interface design · workflow and orchestration UX · human-in-the-loop and agentic systems · design systems and token architecture · 0→1 product definition · zero-to-platform scaling

→ Engineering

React · TypeScript · Tailwind · Next.js · Supabase (schema, auth, storage) · Git-based workflow, PRs into production · Claude Code and agentic build pipelines · full-stack, prototype through deployment

→ Brand + Craft

Brand identity and visual systems · motion and interaction design · environment and world building · visual narrative and storyboarding · art direction

Education

Post Grad Studies

School of Visual Arts
New York - 2016

Bachelor of Science in Architecture Design

Academy of Science and Technology
Alexandria - 2009

Experience

Co-Founder + Design Engineer

The Director's Cut – New York

June 2026 → Current

Co-founded with an Emmy-winning director. Sole designer and engineer. Owned every layer: positioning, brand, interface, front end, backend, and deployment.

Identified the problem from inside the industry. Directors review a cut **10 – 20+ times and hand off hundreds of timecoded notes** to each post department every round, rewriting the same unresolved notes version after version in tools (Frame.io) built for technical sign-off, not creative feedback. Defined the product, scope, and positioning independently.

Designed and built the full front end in **React 19, TypeScript**, and **Tailwind v4**. No handoff, no translation loss between design and implementation.

Architected the backend on **Supabase (Postgres + Auth + Storage)**: schema design with row-level security, email/password auth, cloud sync of notes and metadata, and blob storage for attachments — voice notes, frame sketches, reference images. Video runs two paths under one note layer: multi-gigabyte masters referenced on disk by fingerprint, or a private 1080p proxy on **Cloudflare Stream** with signed playback gated by the same RLS.

Deployed to production on Vercel; private password-gated preview. Walkthrough on request.

Founding Product Designer

Thread AI – New York

May 2023 → Aug 2026

First designer. Built the product, the design system, and the brand.

Designed the **Worker Builder**, Thread AI's AI workflow orchestration tool: the primitives, the canvas interaction model, and the mental models that make non-deterministic agent systems legible, inspectable, and trustworthy to operators.

Ship production front-end code. Own components in the codebase and open PRs directly rather than handing off specs, which removes a translation layer between design intent and what users get.

Designed **Thread AI's brand** from scratch and carried it across product, marketing site, commercial assets, and documentation.

Took **Lemma** from zero to platform: Product surfaces, the underlying design system, and the company's visual identity, as the only designer through 18 engineers and two funding rounds.

Built and maintain the **design system** and token architecture as a single source of truth spanning Figma and code.

Build internal **tooling** and **agentic workflows** with Claude Code to compress the design-to-build cycle.

Animation Systems + Environment Design

Warner Bros. Animation / DreamWorks Animation – Los Angeles

Jul 2017 → Mar 2023

Six years designing inside large-scale production pipelines with hard technical constraints and non-negotiable handoffs.

Led environment design on animated series at Warner Bros., working the full pipeline from storyboard through layout to production. A staged, dependency-heavy system where every output has to meet a downstream department's spec exactly.

Selected into DreamWorks' competitive 12 week visual development program, then hired onto feature animation production.

Delivered under fixed episodic deadlines across seven productions, including 1000 minutes of classical flagship Looney Tunes shorts.

UX Designer

Braze - New York

January 2014 → July 2017

Designed and evolved the **design system** and **core user flows** for an enterprise customer-engagement platform through a period of rapid product expansion. Made complex marketing and segmentation tooling legible to non-technical operators, the same problem class as making agent orchestration legible today.

Graphic Designer

Gravity Media - New York

February 2012 → January 2014

Designed brand assets, pitch decks, and motion graphics for media clients, supporting live broadcast productions with fast, precise design work that balanced storytelling, clarity, and visual consistency.