

mubarak (moby) marafa.

Staff Design Engineer

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Designer, tinkerer, curious by default. I turn early ideas into useful products, with a focus on AI, interaction craft and working prototypes. I care about giving people control over the tools they use.

experience

Good Systems

Aug 2026 - present

Staff Design Engineer

- Lead product and interaction design for an AI-native productivity product. Build working prototypes to explore how people and agents collaborate on a canvas.

Goodnotes

Aug 2021 - Aug 2026

Product Designer → Senior Product Designer → Staff Product Designer (2025)

- **Classroom, from zero to launch.** Founding designer of Goodnotes Classroom, now Goodnotes Education. Led design from teacher research through the August 2024 launch, connecting lesson setup, handwritten-answer review and grading.
- **AI with teachers in control.** Designed answer clustering and refined Generate Hints through research and prompt testing. Worked with Stanford professors on responsible AI in the classroom.
- **Interaction craft.** Created the original Apple Pencil Pro Palette design and partnered with design and engineering on contextual controls, motion and implementation.
- **Helping designers build.** Led AI adoption across the design function from 2025 through practical sessions and reusable prototypes. Hired and mentored two designers.
- **Four first-place Hackweek teams.** Contributions included handwriting reflow and Sync & Swim, whose work grew into production integrations developed further by the team.

PALO IT · Senior Consultant

2019 - 2021

Partnered with founders on product strategy and prototypes. Designed a prototype and pitch deck supporting a US\$2.5m fundraise within two months.

Entrepreneur First · Founder in Residence

2018

Took Allorux, a qualitative-research tool, from idea and validation to beta.

Oyalabs · UX/UI Designer

2017 - 2018

Founding designer for Oto, a childhood-development platform. Best of BabyTech, CES 2018.

speaking & writing

Figma Config 2026 · [Human methods, new material: AI for the classroom](#)

[Agentic Product Design Is World-Building](#) · essay

education

MDes, Interaction Design · Hong Kong Polytechnic University, 2015

BA, Creative Media, First Class Honours · City University of Hong Kong, 2014