Adil Ahmad
Product Design Manager

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Work Experience:

Qatar Airways — Product Design Manager
December 2024 - Present • Doha

• Lead and manage a design organisation of 25+ designers with 12 direct reports, driving consistency and quality across the app, web and Mweb platforms whilst raising design quality.

• Established design team rituals (1:1s, retrospectives, critiques, workshops) that strengthened collaboration, improved delivery speed, and supported designer growth.

• Introduced structured frameworks for requirements gathering and stakeholder alignment, enabling clearer briefs, faster handoffs, and better cross-functional collaboration.

• Set the future direction of design by shaping the Design Lab initiative, establishing frameworks that aligned design delivery with business strategy. Delivered strategic vision pieces and executive presentations that secured buy-in for design-led initiatives.

• Partnered with senior leadership and product owners to influence product direction, ensuring design thinking informed decision-making and user needs remained central to outcomes.

• Championed accessibility and usability standards across digital platforms, embedding inclusive practices into design delivery and bridging conversations between design and engineering.

• Scaled innovation in workflows by integrating AI-assisted design tools (Figma Make) to accelerate prototyping and streamline developer collaboration.

• Acted as mentor and coach, paving the way for the next generation of design talent through career development, AI mentorship, and creating a culture of continuous improvement.

Qatar Airways — Senior Product Designer
February 2024 - December 2024 • Doha

• Designing and improved experiences for Qatar Airways' digital products across multiple languages, ensuring a seamless and culturally appropriate experience used by millions of global passengers.

• Creating and delivering strategic vision pieces to senior leadership, securing buy-in and business support for design initiatives.

• Providing mentorship, guidance, and training sessions on design principles, best practices, stakeholder management and design critiques.

• Developing and implementing new processes to streamline design workflows, improve developer handoffs, and accelerate delivery times.

• Collaborating with cross-functional teams (engineering, product management, marketing, and brand) to understand user needs and translate them into effective digital solutions.

• Conducted a comprehensive analysis of the Qatar Airways upgrade section and competitive offerings, leading to a redesigned upgrade experience that increased overall upgrade bookings by 23% through A/B testing.

Jaguar Land Rover — Senior UX/UI Designer
October 2022 - February 2024 • Manchester

• Responsible for leading full design cycles of app and web experiences for confidential new vehicle releases in collaboration with engineering, ensuring seamless implementation in line with business timelines.

• Led the design cycle of a backend product that enables global software updates for all Jaguar Land Rover vehicles. This complex system manages ECU upgrades, accounting for software and hardware dependencies, resulting in an estimated business saving of £100 update across millions of vehicles globally.

• Conducted impactful design thinking workshops and training sessions for user groups of varying sizes and demographics.

• Delivered compelling product presentations to internal stakeholders, product owners, managers and engineering, resulting in successful buy-in's, launches and post-launch analysis.

• Mentoring junior UX professionals through effective management, training on best practices and career development.

The Midcounties Co-operative — UX/UI Designer
Jan 2017 - Sep 2022 • Leamington Spa

• Led the responsive UI/UX design for all AA products within The Midcounties Co-operative portfolio, delivering customer-centric, e-commerce and backend focused mobile and website experiences.

• Created full end to end customer-centric mobile and website experiences, going through all the stages of design: user research, wireframes, customer journeys and flows, high/low fidelity designs, interactive prototypes, creating and contributing to digital design libraries, digital assets, brand guidelines and concept testing.

• Managed stakeholders and business expectations through discovery sessions, prototype walkthroughs and product requirement gathering.

• Hands-on experience with front end development HTML and CSS, conducting quality assurance testing and developer handoffs facilitating collaboration across cross-functional teams.

• Maintaining content and product optimisation with best practices such as SEO, accessibility, mobile and web page speed investigation, and creation of digital content and email marketing.

• Trained employees on Episerver content management system and provided support for customer-facing BAU incidents through Service Now triage.

Education:

Coventry University — BA (Hons) Illustration Graphics: 2:1
Sep 2013 - Jun 2016

Certifications:

DISC Qatar Airways - Leadership Development Program
Jul 2025

Userzoom - Userzoom Advanced Certification & Platform Essentials
May 2023

Udemy - How To Design for Accessibility: for UX Designers (WCAG 2.2)
Feb 2023

Google Digital Garage - The Fundamentals of Digital Marketing
Jun 2021

Quanta Training Ltd - JavaScript & jQuery Essentials
Feb 2019

Quanta Training Ltd - HTML & CSS Fundamentals
Nov 2018

Working Level Skills & Applications:

Research, Design & Prototyping:

• Design Leadership • AI in Design • Cursor • Figma • Figma Make • Sketch • Adobe Creative Cloud • Miro • Lucid • FigJam • Zeplin • Userzoom • Axure • Invision • Spline • Hotjar • Notion • Microsoft 365 • Google Analytics • Design-Systems • Style guides • Information Architecture • Wireframing • High & Low-fidelity Designs • User Centered Design • A&B Testing • User Research Methodologies • Design Thinking Workshops • User Research Workshops • Motion Design • Accessibility • Responsive Design (Cross Functional Experience) • Interactive & Rapid Prototyping • Content Creation • Social Media

Front End Development:

• HTML • CSS • JavaScript • jQuery • Storybook • Pattern Library • Confluence • Jira • Trello • EpiServer CMS • Bootstrap • SEO • Metadata Management • Google Lighthouse