Ammara Jawad

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Product design strategist with 8+ years of experience leading human-centered design across government, fintech, telecom, banking and corporate innovation. Expert at shaping complex, customer-facing digital products, establishing design quality standards, and enabling teams to scale using design thinking, rapid experimentation, and design systems. Proven track record in translating complex systems and emerging technologies into intuitive, human-centered experiences. Specialized in driving digital-first transformations across MENA region in multiple industries.

PORTFOLIO *https://www.figma.com/slides/73XCNCeKQbKnBn1vIGOgJt?node-id=13:600*

High-level walkthrough available on request for following:

- **Smart Gates (UAE):** UX audit and redesign optimizing error recovery and biometric interaction
- **AI-Assisted Municipality Reporting (UAE):** Tool for faster reporting & operational insights
- **Omnichannel Government Services (UAE):** Unified mobile, web, and call center services
- **Digital Twin Visualization (KSA):** Simulation tool for infrastructure scenarios analysis & impact
- **Macroeconomic Data Platform (Qatar):** GDP & economic indicators for executives & business
- **Digital Property Insurance (Azerbaijan):** Market-first app for end-to-end policy management

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PROFESSIONAL EXPERIENCE

Dubai Airports | *Manager – Service Design & UX Consultant* | Jul 2025 – Dec 2025 | Fixed-Term Contract

- **UX Audit & Strategy:** Led audit and journey mapping for passenger-facing interfaces, optimizing bilingual (EN/AR) service flows as an IC.
- **Cross-Functional Collaboration:** Partnered with Product and Operations to translate complex requirements into scalable service concepts.
- **Design Delivery:** Ensured design outputs met aviation-specific best practices and WCAG accessibility standards.

McKinsey & Company | *Product Designer II Expert Consultant* | Jan 2024 – Jan 2025 | Fixed-Term Contract

- **Product Shaping:** Partnered with client leadership, AI/ML teams and customers to design and validate solutions, led design workshops to validate new concepts and features and create product roadmaps and go-to-market plans.
- **Portfolio Quality:** Established user testing, design review frameworks and critiqued work from multiple designers in the team and vendors to ensure standard quality.
- **Technical Pragmatism:** Navigated technical constraints by negotiating pragmatic trade-offs with engineering to ensure long-term maintainability.
- **Design Systems:** Architected and scaled Design Systems to improve cross-functional handoff and UI consistency.

Mashreq Retail Banking Group | *Senior VP UX Design Lead* | Sep 2023 – Jan 2024

- **Principal Oversight:** Led a team of 8 senior designers, unifying design languages across 12 product squads.
- **Market-First Innovation:** Led the design of a fully digital-first bank, establishing the country's first 100% digital onboarding and KYC experience.
- **Governance & Design Systems:** Architected and scaled Design Systems and established DesignOps and critique frameworks to raise the UX bar across the product organization.
- **Technical Collaboration:** Negotiated pragmatic trade-offs with product owners to ensure design decisions were feasible and scalable within banking regulations.

Telenor | *Design Thinking Lead Corporate Innovation & Ventures* | Oct 2021 – Sep 2023

- **Corporate Innovation and Design Sprint Leadership:** Led Telenor Create (formerly Activate), the corporate innovation arm, driving design-led venture exploration across Fintech, Agri-tech, Gaming, Healthtech and VAS portfolios. Shaped early-stage concepts through problem framing, value proposition design, service blueprints, and user testing. Led a design sprint for a B2B retailer app that increased unassisted orders from 6% to 40%.
- **Startup Accelerator Collaboration:** Partnered with Telenor Velocity (startup accelerator) to support startup validation, product-market fit, rapid experimentation and pilot experience design using Telenor's digital, platform, and commercial asset to support venture incubation.
- **Ecosystem & Incubation Programs (NIC RFP - Bid Leadership, Mat Cover)**: Led the technical and strategic commercial proposal for Telenor's participation in the National Incubation Center (NIC) Islamabad management consortium, defining the operating model, startup support framework, and venture enablement approach.
- **Enterprise Enablement for Startups:** Aligned multiple business units to structure startup access to API gateways, IoT platforms, marketing channels, mentorship, and market access across Telenor's 45M+ subscriber base.

Arbisoft | *UX Design Specialist & Product Manager* | Oct 2019 – Oct 2021

- **DesignOps Foundation:** Initiated the organization's first DesignOps processes and internship program, scaling the design capability.
- **End-to-End Delivery:** Owned the full-cycle UX for SaaS solutions (HireStream/WorkStream) from problem framing to delivery.

Planet Beyond | *Digital Products Designer* | Jul 2018 – Feb 2019

- **Conversational AI:** Created conversational UI for chatbots and led UI/UX for new VAS products, driving higher customer engagement.

Earlier Experience | *Product Designer* | 2016 – 2019

- **Xavor Corporation:** Product Designer (IoT & Digital Transformation)
- **Paitoo:** Lead Product UI/UX Designer
- **CYKIQ Technologies:** Graphic Designer

EDUCATION & CERTIFICATIONS

National University of Sciences and Technology (NUST) | Bachelor of Industrial Design (Minor Interaction Design) | 2014 – 2018

Certifications:

- **Scrum.org:** Professional Scrum with UX (PSU I)
- **ICAgile:** Agile Team Coach (ICP-ACC)
- **AJ&Smart:** Design Sprint Facilitation
- **Parsons School of Design:** Usability Testing & Evaluation

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CORE CAPABILITIES

- **Design Leadership:** Strategic oversight across portfolio and multiple product squads to ensure UX consistency and scalability.
- **Designing for complex systems:** Experienced in designing for AI & Data Visualization, digital twins, complex dashboards, and Role-Based Architecture Platforms.
- **Design Governance:** Architecting and Implementing DesignOps, user research and testing, critique frameworks, and maturity models to raise the UX bar.
- **Technical Pragmatism:** Collaborating with Product, Engineering, AI/ML and Design teams to balance innovation with technical feasibility and solve challenges.

TECHNICAL TOOLKIT

Professional Skills

Design Strategy, Service Design, Design Systems, Governance, DesignOps, Journey Mapping, Mobile & Web Design, Accessibility (WCAG), Interactive Prototyping, Usability Testing (Moderated/Unmoderated), A/B Testing, User Interviews, Analytics & Heatmaps, Heuristic & Accessibility Audits, Agile/Scrum, Product Strategy, Product Roadmaps, Go-to-market strategy, Frameworks, Stakeholder Management, Design Sprint Facilitation, Technical Feasibility & Pragmatic Trade-offs, Corporate Innovation, Startup acceleration

Design & Product Tools

Figma, Framer, Adobe XD, Balsamiq, Adobe Illustrator, Jira, Confluence, Miro, Mural, Notion, Trello, Maze, Hotjar, Google Analytics (GA), Firebase, Optimal Workshop

AI & Emerging Technology

- **AI-assisted Design & Prototyping:** Figma AI (Make), Stitch, Base44
- **Product Development & Code:** Cursor, Loveable
- **Content Generation:** Google Nano Banana, Gemini, Meta AI, ChatGPT