

Ayesha Chughtai

DESIGN & TRANSFORMATION DIRECTOR | AI ADOPTION |
UI/UX & DESIGN THINKING

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PERSONAL PROFILE

Design and Transformation leader with 18+ years of experience driving design thinking and AI adoption across complex, multi-product organizations. Expertise includes change management, service design, UI/UX, AI-driven design, and executive communication. Proven ability to align design, product, and technology teams around a unified experience strategy that supports business outcomes across enterprise and government clients.

WORK EXPERIENCE

Design Thinking Director, AI & Data

Jan 2024 – Jun 2026

e& (Etisalat Group)

DUBAI, UAE

- Reported to the Group Chief AI & Data Officer, leading the people side of e&'s AI transformation across 9,000+ employees and pairing change management with design thinking to drive adoption of new AI tools.
- Co-led 50+ workshops with C-suite leaders and cross-functional stakeholders to shape the Group's AI 2030 Roadmap and launched e&'s first AI Think Tank to prioritize GenAI solutions for real employee challenges.
- Designed and launched the internal AI knowledge hub end-to-end, from wireframes and high-fidelity mockups to a live responsive site, using reusable components and governance standards to keep every page consistent with the AI & Data team's dark-mode brand.
- Built and ran a Responsible AI training for all employees, including designing the learning journey, platform UI, and internal campaign, achieving an 80% completion rate.
- Launched e&'s first AI-generated newsletter series, using Claude and Midjourney.

Employee Experience Director, HR

Jun 2021 – Jan 2024

e& (Etisalat Group)

DUBAI, UAE

- Reported to the Group Chief HR Officer and led the Employee Experience team, applying design thinking and change management to redesign core HR journeys and strengthen the employee experience.
- Owned internal communications for the EVP and employer brand, spearheading the 'we are&' campaign that secured e& Group's first Great Place to Work® certification in 2023.
- Facilitated design sprints and workshops with leaders and employees to reimagine onboarding and performance management using personas, journey maps, and service blueprints.
- Partnered with HR operations and technology to remove friction across the onboarding journey, delivering cohort-based first-day sessions and a New Joiners Guide as a single onboarding resource.
- Led pitches and executive presentations of strategy and creative concepts to CXOs and the Board, influencing senior stakeholders on employee experience priorities.

Visual & Service Design Manager, Co-creation Lab

Jun 2019 – Jun 2021

e& enterprise (Etisalat Digital)

DUBAI, UAE

- Led visual design for e&'s Co-Creation Lab, delivering 10-week design thinking engagements for enterprise and government clients, including the Abu Dhabi Digital Authority, the Ministry of Education, and American Hospital.
- Co-led discovery workshops, stakeholder interviews, and ideation sessions, translating insights into service blueprints, journey maps, wireframes, interactive prototypes, and dashboards that improved citizen and patient journeys across web, mobile, and self-service channels.
- Designed the UI/UX for American Hospital's telemedicine app, partnering with business analysts and technical teams to move concepts into production-ready screens.

Design Lead, Corporate Communications

2013 – 2019

Dubai World Trade Centre

DUBAI, UAE

Senior Graphic Designer, Marketing

2009 – 2012

Better Homes

DUBAI, UAE

Graphic Designer & Copywriter

2008 – 2009

IMPACT BBDO

DUBAI, UAE

Trainee Copywriter

2007

Leo Burnett

DUBAI, UAE

SKILLS

- AI adoption & change management
- AI-driven UX & design workflows
- Responsible AI & governance
- Workshop Facilitation
- UX governance & standards
- Service design / Design thinking
- UI / UX design
- User research
- Personas / Mindsets
- Prototyping / Wireframing
- Journey maps / CX Journeys
- Stakeholder engagement
- Strategic communications
- Design systems
- Content design
- Data visualisation
- Transformation strategy
- Presentation design
- Change management
- Executive storytelling
- EVP / Employer Branding

SOFTWARES & TOOLS

- Claude
- Midjourney
- IBM Watson X
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Premiere Pro
- Miro
- Mentimeter
- Microsoft 365 (Word, Excel, PowerPoint)
- Microsoft SharePoint
- Figma
- Zeplin
- Framer
- Webflow
- HTML & CSS

EDUCATION

Microsoft In progress

AI Transformation Leader Professional Certificate

Harvard Business School Online 2023

Design Thinking and Innovation Certificate

American University in Dubai 2002 – 2006

Bachelor of Fine Arts (BFA) in Visual
Communication

LANGUAGES

English (Fluent)
Arabic (Basic: for bilingual design and comms)

