

Ayesha Chughtai

Service Design & AI Transformation

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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, pairing change management with design thinking to drive adoption of new AI tools and build an AI-first culture.

- **AI strategy:** Co-led 50+ workshops with C-suite leaders and cross-functional stakeholders to shape the Group's AI 2030 Roadmap, and ran e&'s first 'AI Think Tank' to prioritise GenAI solutions for real employee pain points.
- **Change management:** Designed and launched an internal AI knowledge hub end-to-end, from wireframes through high-fidelity mockups to a live, responsive site, built on a design system of reusable components and governance standards that kept every page consistent with a unique 'dark-mode' brand of the AI & Data team.
- **Responsible AI:** Co-led implementation of the first internal AI governance platform for responsible deployment of internal AI use cases, running workshops with end users to ensure adoption of the platform, and built and ran a Responsible AI training for all employees, designing the learning journey and the internal comms campaign around it, reaching an 80% completion rate, setting the foundation for using AI with trust and transparency.
- **AI-generated newsletter:** Launched e&'s first AI-generated newsletter series, using Claude to create content and Midjourney for AI-generated visuals.

Employee Experience Director, HR

Jun 2021 – Jan 2024

e& (Etisalat Group)

DUBAI, UAE

Reporting to the Group Chief HR Officer, led the Employee Experience function and team, applying design thinking and change management to redesign core HR journeys while owning internal communications for the Employee Value Proposition (EVP) and employer brand.

- **EVP and Employer Branding:** Spearheaded the 'we are&' campaign that earned e& Group its first 'Great Place to Work[®]' certification in 2023.
- **Design sprints for process improvements:** Ran workshops with leaders and employees to rethink onboarding and performance management through personas, journey maps and service blueprints, partnering with HR operations and technology teams to remove the friction in the process and deliver new touchpoints such as first-day onboarding sessions in cohorts and the New Joiners Guide to create one accessible source for onboarding and employee resources.
- **Internal Communication:** Responsible for all comms from HR, including the SharePoint hub, newsletters, and employee guides, as well as leading pitches and presentations of employee experience strategy and HR analytics to CXOs and the Board.

Visual & Service Design Manager, Co-creation Lab

Jun 2019 – Jun 2021

e& enterprise (Etisalat Digital)

DUBAI, UAE

Led visual design in 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, then translated the findings into service blueprints, journey maps, wireframes, interactive prototypes and dashboards that reshaped citizen and patient journeys across web, mobile and self-service channels. Designed the UI/UX for American Hospital's telemedicine app, working alongside business analysts and technical teams to take it from concept through to 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
- UX governance & standards
- Service design / Design thinking
- UI / UX design
- User research
- Personas / Mindsets
- Prototyping / Wireframing
- Journey maps / CX Journeys
- Stakeholder engagement
- Workshop facilitation
- Strategic communications
- Design systems
- Content design
- Data visualisation
- Transformation strategy
- Presentation design
- Change management
- Executive storytelling
- EVP / Employer Branding

SOFTWARES & TOOLS

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

EDUCATION

Harvard Business School Online

2023

Certificate in Design Thinking and Innovation

American University in Dubai

2002 – 2006

Bachelor of Fine Arts (BFA)
in Visual Communication

LANGUAGES

English (Fluent)

Arabic (Basic: for bilingual design and comms)