Abdullah Aqrabawi

Senior Digital Experience Lead CX / UX / UI | Digital Transformation | AI Agantic Lead

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PROFESSIONAL SUMMARY

I design and lead digital products that turn complex business challenges into simple, meaningful, and scalable experiences. With 18+ years of experience across digital product design and management, customer experience, UX/UI, product management, and digital transformation, I have worked with technology leaders, government organizations, financial institutions, engineering companies, and startups across complex digital initiatives. My work connects business strategy, technology, user needs, and product experience to create digital solutions that deliver measurable value.

CORE SKILLS

Design Leadership: Product Design Lead, Design Team Leadership, Design Systems Building and Management, Design Vision & Direction, Design Roadmap Ownership, Design Quality Control, Design Governance, Design Operations (DesignOps), Mentoring & Capability Team Building, Resource & Capacity Planning, Cross-Functional Leadership, Stakeholder Management, Executive Communication

Digital Strategy: CX And UX Strategy, Product Strategy, Product Discovery, Service Design, SaaS Enterprise Solution Design, Mobile App Solutions, Information Architecture, User Research, Usability Testing, Customer Journey Mapping, Interaction Design, Wireframing & Prototyping, High-Fidelity Design, UX Validation, A/B Testing, Accessibility (WCAG 2.0 AA), AI Enterprise UX, B2B and B2C SaaS UX

Product & Delivery Lead: Product lifecycle leadership, requirements and PRD/BRD/RFP Review, Backlog Prioritization, Agile & Scrum, PMP® Frameworks, Service and product KPI measures definition and tracking, MVP Strategy, Go-To-Market (GTM), Digital Transformation, portfolio, program, and vendor governance, PMO Collaboration, managing stakeholders' requirements

AI Agentic/Data-Driven Design: AI Agentic Design, AI-first design concept, AI-powered digital design, AI/ML Product Experience Design, designing and building AI Products and Services, predictive and analytics dashboard design, Data Visualization Design, AI-assisted design workflows, Human-Centered Design for Complex Data Systems

PROFESSIONAL EXPERIENCE

Senior Digital Experience Lead , Dar Al-Handasah (PARA OS/DSS)

Mar 2025 – Present

Dubai, United Arab Emirates | On site

- Lead digital product development and CX/UX/UI design for government and private sector projects, including digital consulting and audits. Focus on enhancing service quality and user experience according to relevant standards and guidelines.
- Establish and uphold standards for digital products and services, CX, UX, service design, accessibility (WCAG AA), and design systems; Encourage adoption by providing guidance and conducting validation and standardization.
- Establish design quality frameworks and checkpoints, review deliverables, risks, and coordinate remediation through release.
- Lead user research, journey mapping, and service reviews to improve usability and guide product priorities.
- Provide guidance to business and leaders on product strategy, service design, and customer experience, ensuring roadmaps align with organizational and project priorities.
- Build internal capability through team leadership, knowledge transfer, and design operations, ensuring alignment across product, design, and engineering.

Digital Experience Lead, CBiS Innovation Services – CBQ

Oct 2024 – Mar 2025

Doha, Qatar | On site

- Managed product design and teams delivering user-centered digital banking solutions aligned to business objectives.
- Conceptualized, built, and governed a unified, omni-channel design system standardizing digital identity across corporate banking platforms, SaaS, and mobile banking.
- Re-engineered core customer journeys across corporate SaaS platforms and mobile banking applications, improving engagement and platform scalability.
- Defined and executed digital experience strategy across web and mobile channels.
- Conducted user research, usability testing, and journey mapping to drive measurable customer experience improvement.
- Launched performance dashboards and automated feedback loops, using usability-testing insights to steer structural, high-impact product upgrades.

Head of Digital CX UX UI, Product Management and B2B Marketing, AiFlux – JV – Lamprell and G42 — Jan 2022 – Jun 2024

Abu Dhabi, United Arab Emirates | Hybrid

- wned product design, UX strategy, product management, and delivery for two AI/ML/IoT industrial SaaS products:
- AiSquared (Asset Integrity Management) and SiteFlux (Health, Safety & Productivity), delivering data-driven engineering solutions.
- Defined product goals and drove roadmaps aligned to business objectives and customer needs, including feature definition and cross-team prioritization.
- Built and managed unified design systems, CX/UX/UI processes, and product information architecture across both platforms.
- Designed AI/ML-driven analytics, inspection, and monitoring experiences for industrial and energy asset environments, safeguarding multi-device performance and compatibility.
- Worked with engineering and data teams to ensure model outputs aligned with user-friendly product interfaces and workflows, while also managing stakeholder expectations.
- Monitored product KPIs and analytics to guide product improvement, user engagement, and Vendor governance.
- Led digital marketing, lead generation, and website initiatives supporting product growth and competitiveness.

UX/UI Design Consultant, FAB – First Abu Dhabi Bank — Oct 2021 – Jan 2022

Abu Dhabi, United Arab Emirates | Hybrid | Contract through Okool

- Led the UX design system, user journeys, and behavioral flows for the NHL (National Housing Loan) and KSA flagship mobile banking applications in an Agile delivery environment.
- Defined and communicated product vision and goals, aligning them to organizational objectives and customer needs.
- Presented design concepts and data-driven rationale to senior stakeholders; evaluated and prioritized features against business value, customer feedback, and technical feasibility.

Senior UX/UI Design Specialist & PMO Office, ADNOC Group (Gas Processing) — Jan 2020 – Oct 2021

Abu Dhabi, United Arab Emirates | Hybrid | Contract through Exceed Gulf

- Led UI and interaction design across the ADNOC Gas digital portfolio, including the UCP project, internal business web applications, executive portals, Smart Employee mobile and web apps, Sitecore websites, and HSE health mobile apps.
- Designed and delivered interactive Power BI executive dashboards and data-visualization experiences for senior leadership oversight.
- Worked with the PMO to plan, implement, and design the communication plan for the SAP ONE ERP program at ADNOC corporate level.
- Communicated scenarios, end-to-end experiences, interaction models, and screen designs to stakeholders; developed design strategy aligned to product and project goals.

UX UI Specialist, Accessibility Specialist and Product Management PMO, Dubai Municipality — Jan 2015 – Jan 2020

Dubai, United Arab Emirates | On site

- Led UX/UI design for Dubai Municipality digital products: the Public Portal, Services Catalog (350+ government services), Smart Employee App, internal websites, and Tableau dashboards, serving large-scale daily citizen and employee usage.
- Led the IT Department's design work for internal and external digital products and digital transformation initiatives.
- Built customer journey maps, scenarios, prototypes, and UX/UI mockups; defined information architecture, navigation, and content structure.
- Ensured full WCAG 2.0 AA accessibility compliance across G2C, G2B, and G2G digital platforms.
- Produced senior-management presentations and collaborated with the PMO on internal project communication planning.

Senior Digital Designer, Senior Business Analyst, Reach Group — Jan 2011 – Jan 2015

Dubai, United Arab Emirates | On site

- Delivered customer journey maps, high-fidelity UX/UI prototypes, service design and business analysis for Dubai Government entities, such as Dubai Municipality, Dubai Police, Dubai Health Authority, Smart Dubai and RTA — as part of the Dubai Government digital transformation acceleration programme.

Service Designer, Business Analyst, Arab Bank — Jan 2010 – Jan 2011

Dubai, United Arab Emirates | Remote | Contract through GSS America

- Designed a backend corporate banking financial services (FinTech) platform accelerating digital transformation across payments, money transfer, and user authentication.

Senior Website Designer and Business Analyst, GSS America (GSS InfoTech) **Sep 2008 – Jan 2010**
Dubai, United Arab Emirates | Remote | Contract through Reach Group

- Designed and delivered UX/UI prototypes for government and banking digital services, portals and service catalogues supporting digital transformation initiatives.

Designers Team Leader and Website / Graphic Designer, Yadonia Group **Jun 2007 – Sep 2008**
Amman, Jordan | On site

- Led a team of digital designers with full accountability for end-to-end asset production, client web design delivery and visual brand execution.

EDUCATION

Bachelor Degree , Philadelphia Private University **2005**
Amman/Jordan

Project Management Professional (PMP)®, Project Management Institute (PMI) **2025**
Online

Designing and Building AI Products and Services, MIT xPRO **2022**
Online

CERTIFICATIONS

- Project Management Professional (PMP)®
- Claude Lab Challenge
- MS Project
- SixSigma Yellow Belt
- SCRUM Fundamentals
- Design and building AI Products and Services
- AI and Machine Learning for Everyone
- Market Research: B2B
- B2B Marketing Foundations
- Accessibility: How to Design for All
- Aha! Product Management Professional Certificate
- Technical Product Management PMP

LANGUAGES

Arabic (Native), English (Fluent)

SELECTED PROJECTS

- **Louvre Abu Dhabi AMS** | 2024 | Design lead | Web
- **LNG Carrier Management** | 2024 | Design lead | Web and TV wall
- **Task Management** | 2023 | Design lead | Web
- **Schneider Electric Nest** | 2025 | Design lead | Web and TV wall
- **Etisalat eClub Mobile App** | 2025 | Design lead | Mobile
- **Smart Building Management** | 2024 | Design lead | Web and TV wall
- **eCorrespondence** | 2023 | Design lead | Web
- **Meeting Management** | 2023 | Design lead | Web, mobile, smartwatch and TV wall
- **National Housing Loan Mobile App** | 2021 | Design lead | Mobile
- **FAB Bank Presentation Templates** | 2021 | Design lead | Web and TV wall
- **ADNOC Presentation Templates** | 2021 | Design lead | Web and TV wall
- **ADNOC ONE ERP Communication Campaign – PMO** | 2020 | Communication lead | Web
- **ADNOC Health, Safety and Environment** | 2020 | Design lead | Mobile
- **Dubai Municipality Smart Office** | 2019 | Product lead | Web and mobile
- **ADNOC Employee's Mobile App** | 2020 | Product lead | Mobile
- **ADNOC Microsoft Power BI Dashboards** | 2021 | Design lead | Web and TV wall
- **Dubai Municipality Mobile App** | 2019 | Product lead | Mobile
- **Dubai Municipality Service Portal** | 2018 | Product lead | Web
- **AiSquared Asset Integrity Management** | 2021 | Product manager | Web, mobile, smartwatch and TV wall
- **SiteFlux Health and Safety** | 2021 | Design lead | Web, mobile, smartwatch and TV wall
- **KSA Personal Banking Mobile App** | 2021 | Design lead | Mobile

TOOLS

Design: Figma, InVision, Adobe XD, Sketch, Adobe Creative Cloud, Zeplin, Accessibility WCAG, Bootstrap, Ant Design, Material Design, Apple Human Interface Guidelines

Research and Data: UserTesting, Hotjar, Google Analytics, Power BI, Tableau, Apache Superset

Product and Delivery: MS Project, Office 365, PowerPoint, Jira, Azure DevOps, Miro

Build: WordPress, SAP Fiori, Cumulocity IoT, Sitecore, HTML CSS JS, Web3, Android, Windows

AI: Copilot, Gemini, ChatGPT, Claude

Marketing: Mailchimp, Apollo