

Hey, I'm Noah Hassan

A design leader with a background in conversational AI, systems thinking, and team mentoring. Over the last 12 years, I've brought structure to complex innovation and helped design teams do impactful work. I delivered digital and conversational AI products and initiatives for over 20 brands, covering strategy, research, prototyping and deployment for voice, chat and multimodal experiences.

hey@whatabouthassan.com / www.whatabouthassan.com / LinkedIn [@whatabouthassan](https://www.linkedin.com/in/whatabouthassan) / Berlin, Germany

Leadership

I nourish and lead design teams to deliver for over 8 years now. Teams from 3 to 35 designers have benefited from my expertise. I have worked with over 22 enterprises in industries such as telecommunications, entertainment, automotive, education, and customer service whether it is B2B or B2C product.

Mentorship

So far I've coached over 50 people, guiding them to reach the next level in their UX careers. My dedication to support is reflected in giving workshops to over 80 people and lecturing 400 people.

Guiding Principles

Design: An iterative mindset that utilizes adaptive methods to understand and solve problems.

People: Fellow humans that have pains and needs.

Leadership: A set of actions that encourages a group of people to come together to achieve a goal.

Mission

My life goal is to witness a meaningful impact on people's lives.

I get a sense of that by

- ◇ bringing ideas to life through design team collaboration and leadership.
- ◇ making a real difference with sharing knowledge and know-how.
- ◇ helping and enabling others through personal growth and support.

Business Impact

I've contributed to saving nearly €2 million in investments for large organizations and generating around €1 million for agencies and consultancies, all through strategic design work.

Work Style

I prioritize building a positive, inclusive culture that encourages open communication and approachability. I like to work in an iterative approach to problem-solving and strategic thinking, allowing for adaptability and continuous feedback in achieving long-term goals.

Values

Mental models and design thinking are my go-to ways to create impactful change in processes so that people get useful outcomes. Values of Curiosity, Flexibility, Contribution, Challenge, Self-awareness, Freedom and Independence are my guiding north stars.

Get in touch

Beyond work, I'm an enthusiast for good food, fitness, and fashion, with a soft spot for anything yellow!

I'm always excited to connect and discuss design, the future, and what it means to be human. Send me a message or meet me in one of the design meetups that I co-organize in Berlin ◇

Recent roles

Sep 2022 – Present (3 years 2 months)

Head of Conversational AI Experience

[Ideabay.AI](#), Germany

Strategic Leadership & AI Delivery Management:

- Operationalized enterprise-scale conversational AI products aligning CX vision, LLM/NLU architecture, and governance frameworks for user-centred automation across enterprises such as Deutsche Telekom, Telefónica, Mastercard, Salzburg AG, and AXA.
- Evangelized hypothesis-driven, KPI-led experiments to validate B2B and B2C solutions.

Knowledge Systems & AI Transformation:

- Built internal organizational learning and AI adoption frameworks.
- Led company-wide adoption of GenAI design workflows.
- Achieved 60%+ tooling utilization and established internal learning programs to build AI fluency and design maturity.

Operational Excellence & DesignOps:

- Established internal DesignOps systems that scaled to talent management including performance reviews and role frameworks that increased workforce efficiency by 40% and internal NPS by 50%.

Business & Client Growth:

- Developed standardized AI design service packages and strategic consultation models, generating over €200K in new revenue streams and driving 70% growth in client satisfaction.

Team Leadership & Design Enablement:

- Invested ~10% of capacity in team development and enablement. Built a multi-disciplinary organization across design, linguistics, and engineering; launched conversation design playbooks that accelerated delivery velocity and institutionalized design quality.

Nov 2019 – Sep 2022 (2 years 11 months)

Conversational AI Design Lead

[Ideabay.AI](#), Germany

Design Thinking Mindset: My focus was on operations and clearing design blockers for the workforce while evangelizing for user-centered AI design.

- Introduced agile framework and project management rituals to improve collaboration.
- Streamlined onboarding to ease resource allocation and increase workforce confidence in project-switch situations.

Design Specifications: Design role was new so I helped create consensus and definitions.

- Created design guides and templates along with evaluation to improve design maturity.
- Shaped understanding around what is and what is not a responsibility of a designer and design value.

Jun 2018 – Oct 2019 (1 year 5 months)

Senior Conversational AI Experience Designer

[denkwerk GmbH](#), Germany

Voice User Interface Design: Deepened the company's expertise in voice user interface design, establishing best practices and frameworks that were adopted across multiple projects.

Design Research & Testing: Led comprehensive design research initiatives for AI, focusing on concept development, user testing, and prototype iterations. These efforts helped achieve B2B use case validation and B2C design discovery.

Sep 2016 – Jun 2018 (1 year 10 months)

Experience Designer

[denkwerk GmbH](#), Germany

User Experience Design: Specialized in digital experience design, focusing on information architecture, concept flows, and UX design.

Mentorship & Team Development: Mentored junior designers, fostering a culture of innovation and continuous learning that enhanced the team's skills and design output.

2010 – 2016 (6 years)

Interdisciplinary Designer

Different Locations – Various Organizations

Exhibition, Product, Graphic and Web Designer: Worked on design projects with leading art organizations (e.g., Mahatma for Contemporary Art, Museum of Modern Art in Poland) and sustainability organizations (e.g., CSCP Germany).

Architect: Began my career in architecture, teaching architectural design and computer-aided design in universities. Contributed to several architectural projects, building a strong foundation in design thinking and project management.

Education

Oct 2022 . IDEO U

Foundations in Creative Leadership

2015 – 2017 . Technische Hochschule Köln, Germany

Köln International School of Design. MA in Integrated Design

2006 – 2011 . Ain Shams University, Egypt

Faculty of Engineering . BSc in Architectural Engineering

Extra

Speaker 2019 – 2025

[Conversational AI & Customer Experience Summit](#) – [Chatbot Africa & Conversational AI Summit](#) – The European Chatbot & Conversational AI Summit – UXcamp Europe

Writer 2018 – 2019

[Talking to machines](#)

[9 Learnings from designing for the voice experience](#)

Co-organizer 2024

[Berlin Design Network](#): The Berlin Design Network is an active bridge builder & networking platform for the design sector in Berlin.

Co-host 2019

[Voice Meetup Cologne](#): The only voice interfaces meetup in Cologne.

Co-founder 2011 – 2012

[Fablab Egypt](#): Egypt's first digital fabrication lab (Part of MIT's Fablab global network)

[Megawra](#): Megawra is an architectural hub for young students and architects.