

Ayesha Chughtai

Design Thinking & Transformation Leader

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PERSONAL PROFILE

Multidisciplinary designer with over 18 years of experience. I believe design goes beyond aesthetics and is a powerful tool for changing how companies operate, leading internal change, and reshaping how people interact with technology. My background spans service design, UI/UX, visual design, data visualisation, and internal communications.

WORK EXPERIENCE

Design Thinking Director, AI & Data

Jan 2024 – June 2026

e& (Etisalat Group)

DUBAI, UAE

Led the human-centred side of e&'s AI transformation for 10,000+ employees, using design thinking and change management to drive adoption of AI tools and processes. This included co-leading 50+ workshops with C-suite leaders and stakeholders to shape the Group's AI 2030 AI Roadmap, and heading e&'s first AI Think Tank with employees from across the group, ideating on GenAI solutions to solve employee pain points. On the internal comms side, I designed an AI-generated newsletter series using Claude and Midjourney, launched an internal SharePoint site with AI news and resources, and built a Responsible AI all-employee training course and campaign with an 80% completion score.

Employee Experience Director, HR

Jun 2021 – Jan 2024

e& (Etisalat Group)

DUBAI, UAE

Headed the Employee Experience team, using design thinking to improve core HR processes while leading all internal communication during the company's shift from telco to techco. Spearheaded the 'we are&' campaign that certified e& Group as a 'Great Place to Work®' for the first time in 2023, through internal posters, LinkedIn banners and LinkedIn 'Life' tab launch. Ran design sprints with my team, working closely with leaders and employees to map employee journeys, create blueprints, and use personas to identify and fix pain points, redefining onboarding and performance management. Deliverables included new touchpoints such as the HR SharePoint hub and a revamped New Joiners Guide to bring HR resources into one place and transform onboarding. Responsible for leading pitches, presentation of strategy and creative concepts 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, partnering with clients on 10-week design-thinking engagements, including government entities such as Abu Dhabi Digital Authority and the Ministry of Education. I produced service blueprints, journey maps, and other deliverables; co-led discovery workshops; ran stakeholder interviews, ideation sessions, and user testing; and designed wireframes, prototypes, and dashboards for the final presentations, including the final UI/UX for American Hospital's telemedicine app.

Design Lead, Corporate Communications

2013 – 2019

Dubai World Trade Centre

DUBAI, UAE

Visual designer for DWTC's hospitality and events, creating branding campaigns for venue signage, social media, and digital platforms in English and Arabic.

Senior Graphic Designer, Marketing Dept

2009 – 2012

Better Homes

DUBAI, UAE

Graphic Designer & Copywriter

2008 – 2009

IMPACT BBDO

DUBAI, UAE

Trainee Copywriter

2007

Leo Burnett

DUBAI, UAE

SKILLS

- AI-assisted content and design
- Service design / Design thinking
- User research
- Personas / Mindsets
- Prototyping / Wireframing
- Journey maps
- Interaction design
- Workshop facilitation
- Content design
- Data visualisation
- Web design
- Presentation design
- Change management
- Strategic communication

SOFTWARES & TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Premiere Pro
- Capcut
- Claude
- Midjourney
- 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 design purposes)