

GHAITH AKKAD

Product Design Lead | AI Product Owner | UX & AI Delivery

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PROFESSIONAL SUMMARY

Product and design leader with 20+ years in UI/UX and digital product design, and for the past 5 years, AI product ownership and management at enterprise scale. Currently leading a dual mandate at e& UAE (Etisalat): owning product design strategy across 15+ consumer-facing platforms while serving as AI Product Owner for conversational AI across multiple platforms (e& UAE, Smiles, e& Money), biometric authentication, and GenAI systems serving millions.

Defines the AI product roadmap, presents to shareholders, and owns the backlog end-to-end with cross-functional engineering teams. Built on a foundation of Computer Science & Engineering, with hands-on Figma craft, ISO/IEC 42001:2023 AI Management certification, and a track record of shipping production AI — not just advising on it.

CORE COMPETENCIES

Product Design & UX Leadership • Design Systems at Scale • Figma (Expert) • Wireframing & Prototyping • UX Research & Usability Testing • WCAG Accessibility • Information Architecture • Design Thinking • Continuous Discovery • A/B Testing & Experimentation

AI Product Ownership • Roadmap Definition & Shareholder Engagement • Conversational AI & GenAI • LLM & NLP Solutions • RAG Architectures • Biometric Systems (Voice, Face, Fingerprint) • Backlog Ownership & Prioritization (RICE, MoSCoW) • User Stories & Acceptance Criteria • Sprint Planning • Ethical AI (ISO/IEC 42001:2023) • Cross-functional Delivery

CAREER HIGHLIGHTS

- **500K+ AI interactions/month** — Built and scaled AI chatbots across multiple e& platforms (e& UAE, Smiles, e& Money): 500K+ monthly interactions across web, mobile, WhatsApp, and IVR, 90%+ resolution accuracy
- **65% reduction in Average Handling Time** — AI-enhanced CRM and predictive analytics across customer care channels; CSAT improved double digits
- **40% faster developer handoff** — Built and governed a unified Design System and Figma component library; WCAG-compliant across 15+ consumer platforms
- **40% drop in support ticket volume** — GenAI automation freed thousands of employee hours monthly; 12 AI features adopted by 2M+ digital users
- **500K users in 6 months** — Showtimes.ae, awarded Best UX Design in Dubai 2016 (Shortlist Middle East)
- **ISO/IEC 42001:2023 Lead Implementer** — One of few product leaders certified in AI Management Systems by BSI Training Academy, 2025

PROFESSIONAL EXPERIENCE

Product Design Lead & AI Product Owner | e& UAE (Etisalat)

2017 – Present

Dual mandate combining product design leadership across 15+ consumer-facing digital platforms with AI product ownership for conversational AI across multiple platforms (e& UAE, Smiles, e& Money), biometric authentication (face, voice, fingerprint), and GenAI solutions. Owning AI product backlogs end-to-end — from user stories and prioritization through sprint delivery — for products serving millions of users.

Product Design & UX Leadership

- Defined product design strategy and UX direction for 15+ consumer-facing digital platforms across B2C web, mobile, and enterprise channels, aligning design vision with product strategy and business outcomes.

- Built and governed a unified Design System and component library in Figma — brand alignment, scalability, WCAG compliance, and 40% faster design-to-development handoffs.
- Led end-to-end product design from discovery and hypothesis-driven research through high-fidelity Figma prototypes, interaction design, and developer handoff via Zeplin.
- Drove experimentation culture through A/B testing (Adobe Target, Google Optimize) and behavioral analytics (Google Analytics, Hotjar), optimizing conversion across high-traffic platforms.
- Facilitated continuous discovery workshops and hypothesis testing — reduced development rework by 30% by validating UX before engineering commitment.
- Mentored designers from junior through senior and lead level — career frameworks, regular 1:1s, design rituals, and a culture of collaboration and autonomy.

AI Product Ownership (5 years)

- Served as AI Product Owner for conversational AI (across e& UAE, Smiles, e& Money, and additional platforms), biometric authentication (face, voice, fingerprint), and GenAI solutions — defining the product roadmap, presenting to shareholders and senior stakeholders, owning the backlog, writing user stories and acceptance criteria, prioritizing features (RICE, MoSCoW), and driving delivery with engineering through sprint cycles.
- **e& Customer Care Chatbot** — Built and scaled AI chatbots across e& UAE, Smiles, e& Money, and additional platforms: 500K+ monthly interactions across web, mobile, WhatsApp, and IVR with 90%+ resolution accuracy. Reduced manual ticket volume by 40% and improved CSAT by double digits.
- **e& GenAI Assistant** — Generative AI assistant automating HR, IT, and operations requests; 90% reduction in HR support load and thousands of employee hours freed monthly through self-service.
- **Help Me Find** — AI-driven conversational product discovery generating real-time personalized offers; 35% increase in upsell engagement.
- **Biometric Authentication Ecosystem** — Owned three biometric products: Face Recognition (40 stores, mobile app, SAS machines, and 2 fully autonomous agent-less stores), Voice Biometric (“My Voice Is My Password”), and fingerprint verification. 3M+ users served via face recognition alone; 20% reduction in ICA validation costs.
- Implemented ISO/IEC 42001-aligned AI governance: ethical AI practices, fairness, transparency, and data privacy embedded across all deployments.
- Led cross-functional coordination across five internal IT teams (data, integration, CRM, CX, operations) to ship aligned AI and automation releases.
- Keynote presenter at GITEX Technology Week — represented e& AI product innovation to a global audience of executives, investors, and industry leaders.

Lead Product Designer & UX Manager | Advance Digital Media (Startup Agency) 2015 – 2017

- Led media ecosystem digital transformation, consolidating 7 platforms (TV, radio, news, magazines) into a unified consumer-facing product — delivered in 2 months via dual-track Agile.
- Improved user satisfaction by 50% and reduced page load times by 20% through user research, usability testing, and mobile-first responsive design.
- Created modular UI component libraries and adaptive design systems for brand consistency across diverse content types.

UI/UX Design Lead | Picasso Interactive (Startup Agency)

2011 – 2015

- Designed the award-winning Showtimes.ae consumer app — Best UX Design in Dubai 2016 (Shortlist Middle East), 500K+ users in 6 months, 35% higher retention than competitors.
- Pioneered AR prototypes that increased retention by 30% and session duration by 25%.
- Led UX governance, established scalable design standards, and mentored designers on craft and career growth.

Earlier: Web Designer & Developer • Awal Solutions / Data-CD • 2003–2011 — High-traffic GCC websites; pioneered one of the region's first 360° virtual tours.

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma (Expert), Sketch, Adobe XD, InVision, Zeplin, Adobe Photoshop, Adobe Illustrator

AI & GenAI: OpenAI APIs, Anthropic Claude, Azure Cognitive Services, Hugging Face, Streamlit, RAG Architectures, WhatsApp Business API, IVR integration, Power Automate

Research & Analytics: Google Analytics, Hotjar, Adobe Target, Google Optimize, Adjust, A/B Testing, Usability Testing

Product & Delivery: Jira, Azure DevOps, Agile (Scrum, Kanban), Dual-Track Agile, OKR Frameworks, RICE, MoSCoW

Front-End: HTML5, CSS3, JavaScript, jQuery, Angular

CERTIFICATIONS

- Artificial Intelligence Management System (AIMS): Lead Implementer ISO/IEC 42001:2023 — BSI Training Academy, 2025

EDUCATION

- BSc Computer Science & Engineering — Aleppo University
- Diploma in Information Technology & Business Administration — Tishreen University

AWARDS & RECOGNITION

CTIO Star of the Month — e& UAE (2024) • Best UX Design in Dubai — Shortlist Middle East (2016) • Monthly Excellence Award — Etisalat (2018–2019)

LANGUAGES

English: Fluent • Arabic: Native