

ALIF NOUSHAD

Senior Experience Designer | UX Strategy & AI-Enabled Design

Dubai, UAE | Open to Melbourne relocation | Valid Australian work visa eligibility
+971 503 520 924 | alif.noushad@ibm.com | Portfolio available on request

PROFILE

Strategic Experience Designer with 6+ years leading AI-enabled enterprise UX across MENA. Proven track record translating complex user research into scalable digital strategies, design systems, and phygital journey frameworks. At IBM iX, I have led multi-brand digital transformations from executive dashboards to conversational AI, partnering with C-suite stakeholders, product, and engineering teams. Strong Figma craft combined with deep expertise in service design, accessibility (WCAG), and AI integration. Actively relocating to Melbourne, holds permanent residency.

EXPERIENCE

Senior Experience Designer | IBM iX Studio — Dubai, UAE

2020 – Present

Enterprise UX | Service Design | AI-Enabled Design | Digital Transformation

- Led end-to-end UX strategy and delivery across 8+ enterprise clients spanning retail, finance, government, and automotive sectors in MENA.
- Defined UX vision and design principles for complex digital transformation programmes, aligning design outcomes with measurable business KPIs.
- Partnered with AI and Data teams to embed responsible AI frameworks into user journeys, chatbot experiences, and intelligent workflow design.
- Directed creation of scalable Figma design systems ensuring WCAG compliance, modularity, and cross-platform brand consistency.
- Facilitated co-creation workshops and ideation sprints with C-suite stakeholders, translating ambiguous briefs into structured design strategies.
- Mentored junior and mid-level designers; led design critiques, design guild sessions, and ran the iX Studio MEA Design Newsletter.
- Contributed to new business pitches that grew the MEA studio pipeline, presenting conceptual UX work to prospective enterprise clients.
- Conducted qualitative research, usability testing, and heuristic evaluations to continuously improve product experiences across client portfolios.

UX Engineer | FactSet Research Systems — Hyderabad, India

2018 – 2019

Product Design | Front-End Development | Financial Data Tools

- Designed a component-based search experience improving data discovery speed and usability for financial analysts.
- Built and launched a Vue.js search engine for internal tools, reducing navigation friction across complex financial datasets.

SELECTED PROJECTS

Toyota & Lexus UAE — Digital Transformation | Al-Futtaim x IBM iX

UX Strategy | Information Architecture | Service Design | Multi-Brand Design Direction

- Led full UX strategy and delivery for simultaneous digital transformation of Toyota UAE and Lexus UAE websites — two distinct brands requiring differentiated design languages.
- Developed future-state strategy per brand covering discovery, purchase and ownership stages of customers
- Designed Information architecture and end-to-end user flow diagrams across the key journeys.
- Conducted stakeholder workshops and customer interview analysis, extracting insights via AI research tools to surface high-priority opportunity areas.

- Produced enabling processes framework covering content governance, design system adoption, and ongoing optimisation for client handover.

Al Ghurair Properties – AI Pricing Intelligence Dashboard

AI Product Design | Data Visualisation | Enterprise SaaS | Real Estate

- Designed a portfolio-wide pricing scenario mapping tool with dynamic unit-level rate configuration, enabling data-driven rental pricing decisions across a large UAE property portfolio.

Nestle – Everyday AI Conversational Agent

Conversational AI | Microsoft Copilot | Intelligent Workflow Design | Employee Productivity

- Led design for a future-state AI assistant using Microsoft Copilot to support internal HR and IT employee requests across a global organisation.
- Designed 5 high-value use cases validated through employee usability testing; co-created north star vision with senior stakeholders.
- Integrated ethical AI guidelines and workflow automation principles, delivering measurable efficiency improvements for employees.

Abu Dhabi Customs – DHAFRA Executive Dashboard Ecosystem

AI-Enabled Data Intelligence | Government Sector | Operating Model Design

- Led experience design for a unified executive dashboard platform aggregating 120+ dashboards across customs operations, imports, trade, and clearance data.
- Directed cross-functional collaboration with 10+ stakeholder groups, mapping 25+ critical use cases in partnership with government leadership.
- Oversaw development QA, led design reviews, and facilitated user testing to ensure performance and usability standards at scale.
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SKILLS

Design: UX Strategy, Service Design, Information Architecture, Interaction Design, Design Systems, Wireframing, Prototyping, Usability Testing

Research: User Interviews, Journey Mapping, Heuristic Evaluation, Qualitative Research, Quantitative Research, Workshop Facilitation

AI & Emerging Tech: AI-Enabled Experience Design, Conversational AI Design, Microsoft Copilot, Ethical AI, Responsible Innovation

Tools: Figma, FigJam, Miro, Adobe XD, Jira, Confluence, Vue.js (working knowledge)

Leadership: Stakeholder Management, Design Mentorship, Design Critiques, Agile, Scrum, Cross-functional Collaboration, Design Guild Leadership

Standards: WCAG Accessibility, Enterprise Design Thinking, Human-Centered Design

EDUCATION

Bachelor of Technology – Computer Science and Engineering

2018

Cochin University of Science and Technology, India

CERTIFICATIONS

- Nielsen Norman Group (NNg) UX Certification
- IBM Enterprise Design Thinking – Co-Creator
- IBM Agile Explorer – Foundational Certified
- IBM Design for AI Badge