




# Daniel Read

## HEAD OF UX & AI PRODUCT DESIGN

A design leader passionate about creating products that make a meaningful impact on people's daily lives. With experience spanning startups, agencies, and global enterprises – leading teams to craft purposeful, AI data-informed experiences that inspire positive behaviours and drive measurable business outcomes.

hey@danielread-design.com  
+971 50 204 7556  
Dubai, UAE  
www.daniel-read.com

### EXPERIENCE

 **Etisalat (e&)**  
Telecom - Dubai, UAE

March 2022 – Present

#### Group Head of UX & AI Product Design – Global Markets

As Group Head of UX & Product Design, I am responsible for coaching and developing the local markets Product Design teams and leading and executing strategic design projects across the Middle-East & Africa.

- Defined the UX strategy for transforming a telecom self-care app into a multi-service SuperApp, validating customer journeys, shaping the future product vision.
- Established a centralized design governance framework across multiple markets, driving consistency, scalability, and responsible AI adoption.
- Built and scaled distributed UX teams across international markets through strategic hiring, mentoring, and capability development.
- Led the redesign of complex customer journeys, using research and service design to improve customer and business outcomes.

#### Group Head of UX & Product Design – Emerging Markets

- Led the design and launch of the first Mobile Fin-Tech app in Afghanistan, enhancing financial inclusion in the area.
- Led the UX design strategy of the merger between PTCL and Ufone apps in Pakistan into 1 unified-app.
- Enabled Digital KYC implementation across the e& group - Morocco, Saudi Arabia, Pakistan, Afghanistan, and Egypt. Leading to an increase in 19% of new sim sales.

 **Emirates Airline**  
Aviation - Dubai, UAE

August.2019 - March.2022

#### Senior UX & Product Designer

Led the strategy, design, and launch of key Emirates digital products—including the Baggage Tracker, Re-booking platform, and ICE Remote feature—improving customer experience across web and mobile while contributing to a 26% reduction in baggage complaints.

- Led the design of the launched Emirates Baggage Tracker - where customers can track their bags from check-in to arrival, collaborating with airport maps, and leading to a decrease of 26% of baggage complaints.
- Led the Strategy, Design & Execution of the Re-booking platform on Mobile App and Web - Working with various stakeholders across the business.
- Design, Tested and help launch the ICE Remote Product - A in-app built feature that allows people to create playlists, save favourites and use their phone as a remote control for the in-air seatback entertainment system.

### SKILLS

AI Design Thinking, User Research, UX Design, UI Design, Prototyping, Strategy & Vision

### METHODOLOGIES

Vibe Coding, Competitive Analysis, User Interviews, Quantitative Studies, Task Analysis & Personas, A/B Testing, Diary Studies

### MAIN TOOLBOX

Figma, Claude, Claude Code, Adobe Creative Cloud, Lovable, ChatGPT, Gemini, NotebookLM.

### EDUCATION

Loughborough University  
B.A. Product Design  
2011 – 2015 · UK

Middle East Technical University  
Diploma in International Studies  
2013 – 2014 · Turkey

### PERSONAL PROJECTS

Creating product solutions helping people with mental health and enabling them to access services easily.

## EXPERIENCE CONTINUED



**Munich RE**  
Insurance - Munich, Germany

February.2019 - August.2019

### Senior UX & Product Designer

Designing innovative experiences across, app design and service design for Munich RE's insurance products. Working with researchers & developers to get things done.

- Leading the discovery, research and re-design of the B2B Data-lakes inside the MunichRE Group.
- Working with various stakeholders to design blueprints for how internal digital systems and processes can work more efficiently.



**BMW Group**  
Automotive - Munich, Germany

September.2017 - February.2019

### Lead UX Designer

Contracted to BMW to lead and create new experiences for BMW's Series 7 Ecosystem. Projects involved improving and creating experiences between the car's dashboard and the BMW's connect app.

- Working with Business heads, Service designers and IT to Strategize, Research and Design the new BMW 7 Series in-car Dashboard Interactions.
- Utilized In-Car testing across a 14 month period to perfect Usability and Ergonomics and successfully launched products in 3 stages.



**Interactive Squash**  
Sports Tech - Munich, Germany

August.2016 - September.2017

### Lead UX Designer

Creating an entire new product and brand from scratch in our aim to make the sport of squash digital. Creation of a ecosystem that allowed users whether professional or beginners, to track there activity on the court and challenge others.

- Entire creation of the FunWithBalls & InteractiveSquash brand.
- Full Stack Design of the Mobile App Interactive Squash & Various User-Interface Products associated with the startup.

## NOTABLE LAUNCHED WORKS

E& (ETISALAT)

Super App  
Launches —  
Across Group

Launched 2025/26

E& (ETISALAT)

Digital KYC —  
Across Group  
Launched 2024

EMIRATES AIRLINE

End-to-End  
Baggage Tracker

Launched 2022

EMIRATES AIRLINE

ICE Remote App  
Feature

Launched 2021

EMIRATES AIRLINE

Virtual Assistant  
Redesign

Launched 2020

BMW

7 Series In-Car  
Dashboard

Launched 2020

INTERACTIVE SQUASH

Full App Launch

Launched 2017

## INDUSTRIES

Telecommunications,  
Aviation, Insurance,  
Automotive, Sports Tech,  
Publishing

## KEY ACHIEVEMENTS

# 19%

Increase in new SIM sales via  
Digital KYC rollout across the  
etisalat group

# 26%

Decrease in baggage  
complaints following Emirates  
Baggage Tracker launch

# 50+

Major product launches  
across aviation, telco,  
automotive, and fintech  
sectors

# 157%

Increase in productivity since  
AI Persona Tool Launched

# 41%

Increase in app sales profit with  
group design system/  
governance model employed.

## GEOGRAPHIES WORKED

UAE, Saudi Arabia, Morocco,  
Egypt, Pakistan, Afghanistan,  
Germany, UK, Turkey

## LANGUAGES

English — Native