

DEEPAK JOLLY T

PRODUCT & DESIGN LEADERSHIP | FRACTIONAL DESIGN LEADER | AI, DATA & DIGITAL EXPERIENCE

Austria: +43 660 3569552 | UAE: +971 58 509 3019 | deepakjollyt@gmail.com | www.deepakj.com | LinkedIn

PROFILE

Product and Design Leader with 15+ years of experience across Europe, the GCC and Asia, leading complex digital products, design teams and transformation across fintech, government, smart cities, travel, mobility, automotive, pharma and enterprise platforms. Combines product strategy, UX/UI, research, design systems, AI-enabled experiences, experimentation and creative technology. Experienced in building and mentoring multidisciplinary teams, partnering with Product, Engineering, Data and senior stakeholders, and turning complex business and technology requirements into clear, scalable customer experiences. Open to permanent and fractional design leadership engagements across the EU and GCC.

CORE CAPABILITIES

Product & Design Leadership
Product Strategy & UX/UI Design
AI, Data & Digital Experience
Design Systems & Governance
User Research & Service Design
Data-Driven Design & A/B Testing
Fractional / Advisory Design Leadership

Team Leadership & Mentoring
Design Operations & Playbooks
Executive Stakeholder Leadership
Cross-Functional Product Collaboration
Accessibility / WCAG 2.2 & RTL
Creative Technology & Generative AI
Enterprise Platforms & Digital Transformation

PROFESSIONAL EXPERIENCE

Human Resources Development Fund (HRDF), Saudi Arabia

Design Lead - Digital Strategy

Dec 2024 - Present | Riyadh, Saudi Arabia / Dubai, UAE | Hybrid

- Lead design strategy for government digital platforms serving citizens at national scale and manage multidisciplinary teams across UX, UI and service design.
- Lead Arabic/RTL experience design and accessibility work aligned with WCAG 2.2 requirements.
- Define AI-enabled experience strategies and production scale generative AI pipelines aligned with digital transformation initiatives.
- Establish design governance, standards and scalable design systems across multiple product streams.
- Use A/B testing and performance feedback to inform design decisions while collaborating with Product, Engineering and Data teams.
- Drive roadmap planning, budgeting and execution across multiple product streams.

NEOM

Manager, Product Design (Design Lead)

Dec 2022 - Mar 2025 | Vienna, Austria | Remote

- Led design strategy for NEOM's digital ecosystem within a complex smart city environment.
- Delivered 5 mobile applications for the NEOM Airport ecosystem across passenger and operations experiences.
- Defined UX strategy for AI-driven and data centric platforms within Cognitive City initiatives, including production scale generative AI pipelines.
- Built and scaled design teams through hiring, mentoring and governance frameworks.
- Applied A/B testing and evidence led iteration across digital product experiences.

- Collaborated with Product, Engineering and Data teams and presented design strategy and outcomes to senior leadership.

Qatar Development Bank (QDB)

Product Strategist & UX Design Lead

Aug 2020 - Nov 2022 | Vienna, Austria / Doha, Qatar | Hybrid

- Led product and UX strategy for QDB Digital, a digital banking platform.
- Delivered Arabic/RTL and English digital experiences across the end-to-end product lifecycle from research and design through MVP and launch.
- Defined KPIs and performance metrics for onboarding and engagement.
- Conducted user research, usability testing, A/B testing and service design initiatives to inform product decisions.
- Achieved rapid onboarding and adoption post launch.
- Collaborated with executive stakeholders on regulatory and business alignment.

PwC Digital

Experience Design Lead & Product Owner

Sep 2019 - Dec 2020 | Vienna, Austria

- Led UX strategy and product delivery for enterprise clients across Europe, including automotive work with Porsche.
- Delivered 8+ digital products across fintech, pharma, automotive and enterprise sectors.
- Worked on AI/ML enabled platforms and emerging technologies including AR/VR.
- Used A/B testing and iterative validation and facilitated design thinking workshops and stakeholder alignment sessions.
- Supported business development through proposals and client presentations.

ImmobilienScout24

Senior Experience Designer

Oct 2017 - Aug 2019 | Vienna, Austria

- Designed user experiences for high traffic real estate platforms across web and mobile.
- Improved onboarding, engagement and conversion through UX optimization and A/B testing.
- Partnered with Product, Marketing and Business teams to align experience design with revenue goals.
- Plan and deliver user tests with both real-estate agents and consumers to enhance platform UX.
- Liaison with Scout24 Germany team to ensure UX systems are followed across the region.

Cerebtech | Payspoon

Head of Design (Digital)

Nov 2016 - Jul 2017 | Kochi, India

- Led creative direction across digital products, UX and marketing initiatives.
- Managed the design team and collaborated closely with marketing and development teams.
- Delivered UX/UI solutions across banking, enterprise and automotive work, including the Nissan Kerala franchisee.
- Applied A/B testing and iterative optimization across digital experiences. Key projects also included mobile banking, hospital management and workspace experience design.

-----Payspoon-----

- Defined product design strategy and user experience for a micro-lending platform.
- Created brand identity, UX frameworks and product architecture.
- Supported early stage product growth and investor readiness.

GoodWorkLabs

Senior UX Consultant / Digital Designer

Aug 2015 - Oct 2016 | Bengaluru, India

- Led UX design across multiple products and industries, including automotive and mobility work for Volvo, a BMW service centre in Bangalore and Uber Bangalore.
- Created information architecture, user flows and wireframes.
- Conducted user research, heuristic evaluations, usability testing and A/B testing.
- Collaborated with stakeholders, developers and external partners.
- Mentored junior designers and interns.
- Key projects included Eka Analytics, GoDeskless, Ekstep and SGS Posts.

TDF Advertising

Designer

Aug 2014 - Jul 2015 | Nairobi, Kenya

- Delivered UX/UI design, campaign creatives and pitch presentations for advertising clients.
- Supported web development and 3D product visualization.
- Produced video and social content for advertising.

Mind Storm Media

Multimedia Designer

Aug 2013 - Jul 2014 | Bahrain

- Designed web applications, UX/UI and multimedia content Led video production, photography and social first content initiatives.
- Expanded service offerings to increase client base.

SELECTED ACHIEVEMENTS

- UX Design Awards (Berlin) - Nominee (Ekstep Genie).
- Contributed to successful VC funding through product and UX strategy (Audetemi).
- Delivered multiple enterprise and national-scale digital platforms.
- Led innovation initiatives including AR/VR and AI-driven experiences.

EDUCATION

MA, Film - Anglia Ruskin University, Cambridge, UK

BDes, Interactive Media - Raffles College of Design & Commerce, Singapore

Diploma, Animation & Design - Graffins College, Nairobi, Kenya

Languages: English, Malayalam (Native) | Swahili (Fluent) | German (Working Proficiency)