PORTFOLIO 2026

Riaz Mohamed

UX & Experience Design Leader

AI & Data Practice

I lead experience design and am expanding into AI and data solution delivery. Seeking UX, experience and product design leadership opportunities in the UAE, bringing a growing AI and data delivery practice.

Abu Dhabi, UAE | +971 52 618 5811 | hi.riazmo@gmail.com

riazmo.com | linkedin.com/in/riazmo | medium.com/@designwithriaz



POSITIONING

UX leadership that turns complexity into systems

UX and Experience Design Leader with 15+ years shaping complex products and services across healthcare, enterprise technology, ticketing, destinations and entertainment. Combines established design leadership with practical AI-assisted prototypes and hands-on verification of backend and analytics workflows. Currently developing Databricks and Forward Deployed Engineering skills.

15+
years across UX and product

10+
websites plus flagship app

5+
stakeholder groups aligned

10
applied-AI implementations

Leadership scope

1 **Experience strategy**
Frame problems, map journeys and align customer, commercial and operational outcomes.

2 **Design systems**
Build reusable patterns that carry brand, accessibility and implementation quality across channels.

3 **Delivery leadership**
Guide monthly Agile work from discovery and validation through handoff, launch and learning.

4 **Team enablement**
Mentor designers, train frontline teams and create shared decision language across disciplines.

5 **AI augmentation**
Develop AI-assisted workflows; review and test backend and analytics prototypes.

6 **Governance**
Keep human gates around evidence, accessibility, privacy, security, cost and accountability.

HOW I WORK NOW

AI-Augmented Design Leadership Operating Model

The differentiator is not the tool list. It is a repeatable operating system that connects evidence to decisions, preserves human judgment and measures impact.

1 Signals
Analytics, feedback, research, business goals

→

2 Sensemaking
Agents synthesize evidence and expose uncertainty

→

3 Requirements
Structured needs, constraints and acceptance criteria

→

4 Creation
Design options, prototypes and system-ready artifacts

→

5 Evaluation
UX, accessibility, regression and specialist critics

→

6 Decision
Human review, trade-offs, ownership and release

Human gates

Evidence
Can we trace the recommendation to real inputs?

Trust
Are privacy, security and sensitive data protected?

Inclusion
Does it meet accessibility and diverse-user needs?

Value
Did quality, speed, cost or adoption actually improve?

OUTPUT **Decision brief | Prototype | Design specifications | QA evidence | Learning backlog**

PRE-AI DELIVERY CASE STUDY

Secure theme-park ticketing

Challenge: static multi-day tickets created fraud exposure, while large tour groups and less-digital guests needed low-friction entry options.



My role

Digital Experience Design Manager. Led UX strategy, journey definition, cross-functional alignment, prototyping and rollout support across web, mobile, email, counters, kiosks and turnstiles.

Design response

- Mapped the end-to-end purchase, distribution, entry and exit journey for B2C and B2B groups.
- Designed three redemption paths: dynamic QR, facial verification and assisted physical-ticket validation.
- Used education, in-app guidance and operational training to reduce adoption friction.
- Balanced security, legal constraints, technical feasibility and usability across guest segments.

0
reported pilot incidents

65%
reported registration

90%
reported user satisfaction

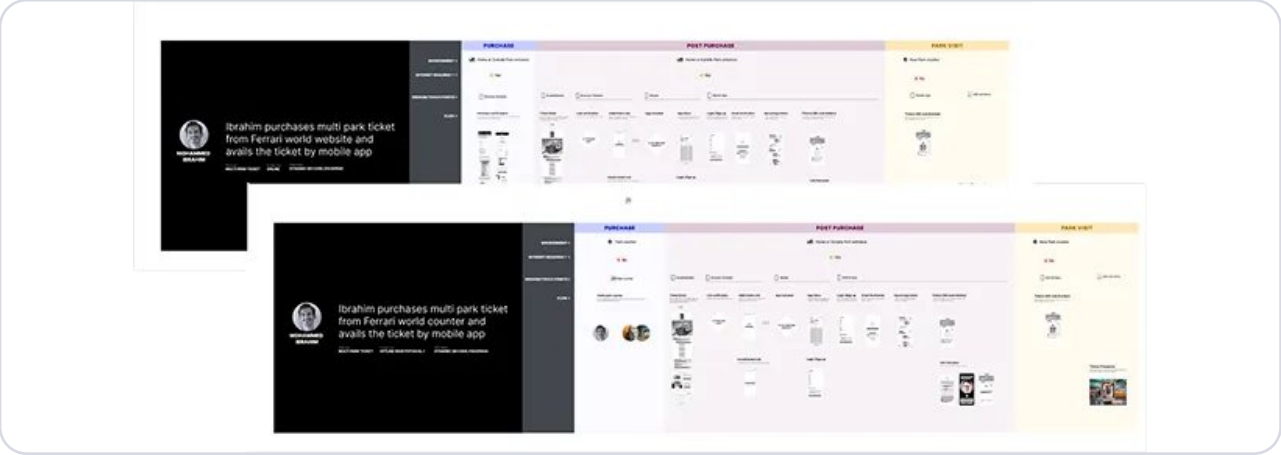
+15%
reported purchase uplift

EVIDENCE STATUS

Reported pilot indicators only. Baselines, dates, sample sizes and measurement records remain to be validated.

FROM OBSERVATION TO ROLLOUT

Designing for the full service, not one screen





Key decisions

1 Segment the risk

B2B groups drove material sales and higher fraud exposure, so education and assisted onboarding were treated as part of the solution.

2 Preserve alternatives

Digital security was paired with counter-assisted options for guests who could not or would not use mobile or facial verification.

3 Design across channels

The journey connected purchase, app activation, email, signage, kiosks, staff and turnstiles as one service.

CASE-STUDY STATUS

This project predates the AI practice. Metrics are reported pilot indicators; baseline, dates and sample size require validation. AI work is documented separately.

PRE-AI DELIVERY CASE STUDY

A better event-booking journey

Challenge: fragmented discovery, unclear pricing, difficult seat selection and long checkout flows created frustration and lost conversion - especially on mobile.



Research and response

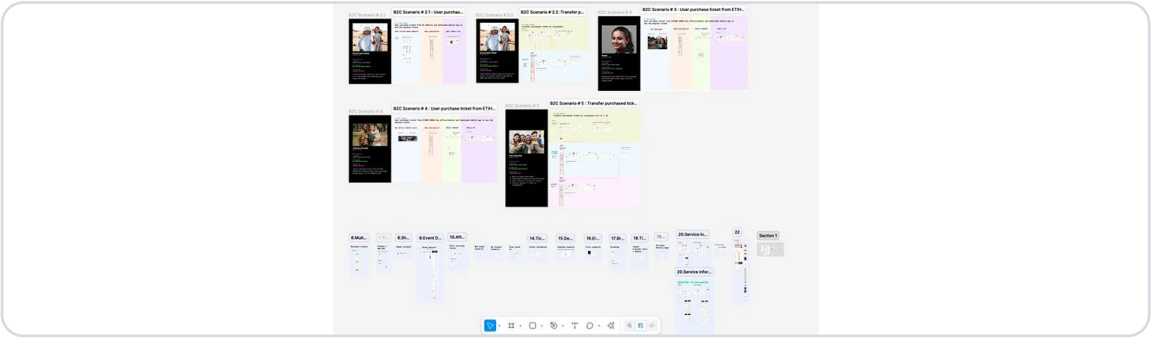
- Evaluated the existing flow using heuristics, journey mapping and venue observation.
- Studied Ticketmaster, AXS, SeatGeek and StubHub across discovery, seating, security and post-purchase needs.
- Prioritized mobile-first navigation, clearer pricing, better seat comparison and streamlined checkout.
- Designed ticket transfer, cancellation, demand queuing, bot detection and relevant cross-sell opportunities.

+10%
reported completion

-12%
reported seat drop-off

+5%
reported cross-sell

90%
source-stated mobile share



EVIDENCE STATUS

Reported indicators, not verified impact. Baselines, dates, sample sizes and attribution remain to be validated.

CURRENT PRACTICE - EPISODES 1-10

From using AI tools to designing AI workflows

Ten self-initiated implementations explore how AI can improve design operations while remaining testable, governed and useful to real teams.



Design systems

Code-to-canvas-to-code workflow using DTCG tokens and a Figma plugin.

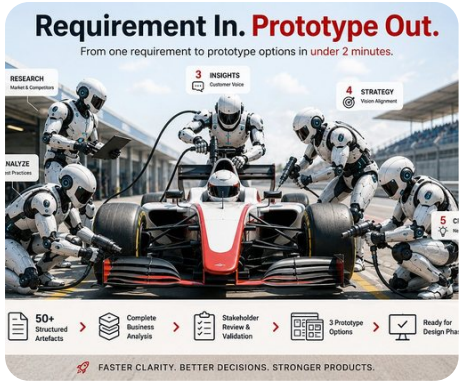
EPISODE 6



Product strategy

Agents explore opportunities, structure requirements and surface assumptions.

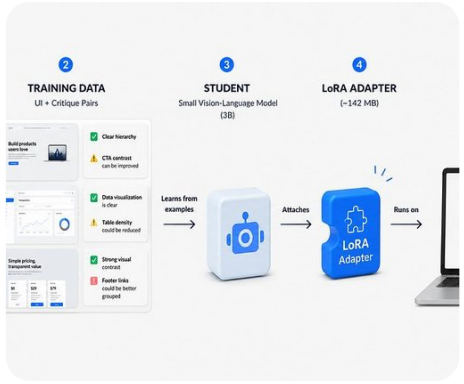
EPISODE 8



Rapid prototyping

Specialized agents and critic stages move from requirement to testable options.

EPISODE 9



Local UI critique

LoRA fine-tuning of a 3B vision-language model with repeatable evaluation.

EPISODE 10

BUILT, TESTED, DOCUMENTED

Applied stack - with human accountability

Orchestration

LangGraph, multi-agent workflows, smolagents

Models

GPT, Claude, Qwen, Mistral, Llama

Context

RAG, MCP, APIs, structured memory

Analytics

GA4, Clarity, SQLite; Databricks (learning)

Evaluation

Golden datasets, eval harnesses, LLM and vision judges

Delivery

Hugging Face Spaces, LoRA, RunPod, local inference, Gradio

Governance checkpoints

- ☑ **Evidence traceability**
- ☑ **Human decision owner**
- ☑ **Privacy and security**
- ☑ **Accessibility**
- ☑ **Failure analysis**
- ☑ **Cost and value**

LET'S BUILD BETTER SYSTEMS

Riaz Mohamed

UX & Experience Design Leader | AI & Data Practice

hi.riazmo@gmail.com | +971 52 618 5811

riazmo.com | linkedin.com/in/riazmo

medium.com/@designwithriaz | github.com/hiriazmo

CURRENT DEVELOPMENT

Extending UX leadership into delivery

I am extending my UX leadership into AI and data solution delivery through hands-on learning, implementation review and testing.

1 Olist support prototype

AI-assisted implementation with APIs, Postgres, agents and approval flows. My practice includes review, SQL checking and debugging. Production deployment remains unverified.

2 BI pipeline and dashboard

Source prototype covering data ingestion, SQL transformations, reporting and a dashboard. Successful runtime and business impact remain unverified.

3 Databricks and FDE learning

Developing implementation skills through structured exercises. A completed Databricks pipeline or certification is not claimed. Next: reproduce BI outputs and port the same sample data to Delta tables.