

ZED JELICOE

UX & Product Experience Lead | Research-Driven Design & Strategy
PMP®

+971522865604 @zjellicoe@gmail.com [linkedin.com/in/zedjellicoe](https://www.linkedin.com/in/zedjellicoe) Dubai, UAE



SUMMARY

Seasoned UX & Product Experience Lead (PMP®) with 15 years driving digital innovation across fintech, telecom, government, B2B/B2C and AI products.

Led cross-functional teams to launch data-driven experiences at scale, achieving major gains in user engagement, satisfaction and retention. Adept at blending UX research, design, and business strategy to deliver user-centric solutions and seamless customer experiences for global markets.

EXPERIENCE



UX Research Lead, MENA

Yango Group

12/2023 - Present Dubai, United Arab Emirates

- Led comprehensive UX research for Yango Play, a MENA-focused entertainment super app integrating streaming (music, video, TV), gamification, and AI, across mobile and Smart TV platforms
- Supported market expansion post app launch through 6 iterative research rounds and design sprints, contributing to a 1M user increase within two years post-launch
- Launched 3 additional products to the initial offering based on market and user needs: Yasmina smart speakers, Yango Music, and Yango Plus (Master subscription model integrated in Yango Taxi)
- Developed personas and cohort-based segmentation using verified data across 8 markets, uncovering distinct behaviors, leading to redesigns of onboarding, paywall flows, and content discovery, resulting in a ~23% reduction in drop-off rates in A/B-tested flows
- Conducted and analyzed over 400+ hours of behavioral research, generating 70 reports (qual & quant), including user testing, diary studies, UX audits, and online testing with more than 100,000+ users, overseeing a \$300K/year UX research budget.
- Collaborated closely with product, design, and data teams, embedding behavioral UX, AI tools, and emotional design principles into a mobile-first experience optimized for regional needs and growth



Head of UX Research

ADSS

10/2022 - 12/2023 Abu Dhabi, United Arab Emirates

- Led the research and design of next-generation trading solutions, enhancing user engagement and platform competitiveness.
- Collaborated with vendors and consultants, including KPMG, Adaptive, and Turing, to integrate cutting-edge technologies and best practices into trading platforms.
- Optimized the usability testing framework, reducing project costs by 20% annually and saving the company \$5 million.
- Managed a team conducting over 30 UX research studies and design sprints, spanning four different fintech products, leading to data-driven design improvements.
- Integrated customer journey mapping, achieving a 35% faster time-to-market for new features and enhancing overall user satisfaction.
- Co-moderated North Start International Executive Committee strategy workshops, leading to a 10x strategic vision and a plan to address the expansion in a regulated TAM.

EDUCATION



BE, Architectural Design & Planning

TU - Faculty of Architectural Engineering

09/2011 - 12/2017

- Semiotics, Design Research, Urban Sociology, Strategic Planning

CERTIFICATIONS

Project Management Professional (PMP)®

PMI (2023)

IBM AI Product Manager Professional Certificate

IBM (2025)

AI Product Management Specialization

Duke University (2023)

Google Project Management Certificate

Google (2022)

Financial Risk, Compliance, AML, CFT, CRS, Fraud Awareness

Thomson Reuters (2022)

AWARDS



Dubai Culture – Certificate of Accreditation

Awarded Golden Residency among the Cultured and Artistic Elite

SKILLS

UX & Experience Design:

Design Thinking | UX Design & Prototyping | Service Design | Information Architecture (IA) | Journey Mapping (UJM, CJM) | JTBD | Interaction Design | Design Sprints | Design Systems & Component Libraries | Wireframing (Low & High Fidelity) | Accessibility & Inclusive Design (WCAG)

Product Research:

User Research | Primary & Secondary Research | Mixed-Methods Research | Data Collection & Analysis | Market Research | Persona Development | Usability Testing | A/B Testing | Survey Design & Analysis | Cognitive Psychology & Human Factors

EXPERIENCE



Lead UX Specialist (Research & Design)

Du (Emirates Integrated Telecommunications Company)

11/2021 - 10/2022 | Dubai, United Arab Emirates

- **Led user experience initiatives** for the sales segment, encompassing postpaid and prepaid verticals, enhancing customer satisfaction and drive revenue growth.
- **Collaborated with cross-functional teams** to identify and launch 16 new mobile plans, and participated in product launches for Apple and Samsung devices, ensuring seamless integration with du's services.
- **Managed postpaid maintenance and growth**, resulting in a 30% increase in NPS and a steady rise in digital sales.
- **Contributed to UX strategy mapping** and key business decisions related to sales products, aligning user experience with organizational objectives.
- **Implemented A/B testing and refined UX designs**, achieving a 40% decrease in user drop-off rates by analyzing user interaction data.
- **Coordinated over 50 usability tests**, gathering valuable insights to inform design improvements and enhance overall user satisfaction.



Lead UX Designer – Smart Platforms

Dubai Electricity and Water Authority - DEWA

12/2020 - 11/2021 | Dubai, United Arab Emirates

- **Managed three innovative governmental projects**, with budgets exceeding \$2 million, ensuring timely delivery and alignment with strategic objectives.
- **Led the design and testing** of Dubai's Electric Vehicles Charging Network's (Green Charger) with 400 chargers at the time, contributing to the region's first public EV charging infrastructure.
- **Developed DEWA's first-in-market Amazon Alexa skill** for Smart Living, implementing Right-to-Left APL and Arabic Natural Language Processing (NLP) for the first time in the region, enhancing customer interaction through voice-activated services.
- **Designed and implemented five successful internal and external dashboards**, improving data accessibility and operational efficiency across departments.



Product Lead (Team Lead, Product & Engineering)

Business Trading Company (BTC)

01/2020 - 12/2020 | Dubai, United Arab Emirates

- **Established and led BTC's software development branch in Dubai**, overseeing a team of 20 product professionals (designers, PMs and developers) & driving digital transformation initiatives for Qatar's largest retail and malls group.
- **Redesigned AskVider's ecommerce platform**, resulting in a 300% increase in Daily Active Users (DAU).
- **Secured four new projects during the COVID-19 pandemic in 2020**, demonstrating adaptability and business development acumen.
- **Conducted comprehensive UX research, design, and testing** for Villaggio Mall's digital channels, leading to a 20% increase in onsite retention and a 30% boost in online retention.
- **Optimized the user experience of key fintech products**, increasing customer satisfaction by 25% and reducing customer churn.
- **Streamlined user onboarding workflows through targeted usability tests**, achieving a 40% reduction in onboarding time for new users.

SKILLS

Business & Cross-Functional Leadership:

PMP® | Product Strategy | Change Management | Business Intelligence & Data Visualization | Agile Coaching & Facilitation | Regulatory Compliance & Risk Management

LANGUAGES

English Native

Arabic Native

French Intermediate

EXECUTIVE STRENGTHS



Business acumen

Connects behavioral insight to measurable business outcomes (growth, cost, velocity, risk reduction)



Scale & operations

Established research ops, managed vendor relationships, optimized budgets (\$5M+ savings demonstrated)



Cross-functional leadership

Partnered with product, engineering, compliance, and C-level stakeholders in regulated environments



Strategic positioning

Built research as business-critical function, not downstream validation



Market expertise

Deep knowledge of MENA expansion, regulatory requirements, and cross-cultural product design



Product innovation

Shipped numerous products and new features; shaped go-to-market and monetization strategy



AI & future proofing

Designed AI-mediated experiences and assistants; positioned UX for emerging interaction models

EXPERIENCE



UX Design Consultant - Digital Banking

Mashreq Bank

02/2019 - 01/2020 Dubai, United Arab Emirates

- **Led the development of Mashreq Neo's Connect**, the UAE's first transactional digital bank chatbot, resulting in a 20% increase in customer engagement.
- **Designed comprehensive conversational flows** for five banking verticals (Retail, accounts, loans, credit cards, remittance and digital), ensuring intuitive and user-friendly interactions.
- **Collaborated closely with bankers and financial experts**, conducting over 100 hours of user research and analyzing support calls to align fintech products with customer needs.
- **Achieved a 30% reduction in direct call durations**, leading to higher engagement across Mashreq Neo's digital platforms and a decrease in user complaints.



UX Design Consultant

Omni Classifieds

02/2017 - 01/2019 Beirut, Lebanon

- **Led the design and research** of Omni Classifieds, by defining and executing a comprehensive user experience strategy aligned with business objectives.
- **Conducted comprehensive user experience research and usability testing**, resulting in a 30% increase in user engagement and a 25% reduction in user drop-off rates.
- **Developed detailed wireframes and UX deliverables**, including personas and user journey maps, enhancing the conversion rate by 40%.
- **Collaborated closely with development and marketing teams** to ensure seamless implementation of UX strategies, contributing to a cohesive product launch.



UX Design Manager

Arkium Design Studio

02/2011 - 01/2017

- **Led UX research and design initiatives**, developing innovative, user-centric products for various companies and startups.
- **Designed multiple applications and websites**, resulting in up to an 80% increase in client satisfaction and a 50% improvement in user engagement across projects.
- **Collaborated with front-end, iOS, and Android developers**, ensuring seamless integration of design elements and achieving a 25% reduction in development time.
- **Enhanced user experience through comprehensive usability testing and journey mapping**, delivering products that fit market needs and increasing the agency's client satisfaction by 40%.

INDUSTRY EXPERTISE

UX Design



UX Research

