ROSHAAN SAEED

Digital Transformation & AI Manager | Product Owner | UX/CX Strategy

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$1.5M FUNDING SECURED • 30% CX EXPANSION • 25% FASTER RESOLUTION • 98% SATISFACTION • 14+ YEARS

PROFESSIONAL SUMMARY

Digital Transformation and AI Manager and startup co-founder with 14+ years driving AI-powered innovation and customer experience across government, health tech, fintech and enterprise SaaS in the UAE, wider GCC, MENA and North America. Led Smart Dubai aligned transformation at Dubai Health Authority, deploying AI platforms and modernising patient-facing services for a health system serving millions of residents, in partnership with C-suite executives. Co-founded Stipple, a freelance designer marketplace that won the World Bank Hackathon Pakistan 2019. Track record includes $1.5M in Series A funding secured for a product built from concept to launch; at Afiniti, a 12% CSAT gain, a 20% lift in positive customer sentiment, 30% more customer touchpoints and 25% faster resolution; and a 25% engagement lift with 98% user satisfaction on a HIPAA-compliant clinical platform. Certified Scrum Product Owner (CSPO) with a design-led approach that combines journey mapping, user-centred research and WCAG 2.1 compliant interface design with AI/NLP-powered CX. Translates national strategy (UAE Vision 2031 and the UAE National AI Strategy) into product roadmaps.

NOTABLE CLIENTS & PROJECTS

Dubai Health Authority · Dubai Digital Authority · Smart Dubai · AILA.ai · AT&T · T-Mobile · A10 Networks · Avaya · Genesys · LinkedIn · Al Jazeera · UNESCO · KistPay · JS Bank · Mobilink · Ministry of IT & Telecom

CORE COMPETENCIES

- Digital Transformation Strategy
- AI-Powered CX & NLP
- Product Ownership & Roadmapping
- UX/CX Strategy & Journey Mapping
- User-Centred / Service Design
- Agile & Scrum (CSPO Certified)
- Health Tech & GovTech Platforms
- Omni-Channel Solutions
- Entrepreneurship & Community Building
- C-Suite Stakeholder Engagement
- HIPAA, GDPR & PDPL Compliance
- Team Leadership & Mentoring

PROFESSIONAL EXPERIENCE

Digital Transformation & AI Manager | Jul 2024 – Jul 2026

Dubai Health Authority (DHA) — Government / Health Tech | Dubai, UAE

- **AI-Powered Adoption:** Deployed AI-driven solutions across DHA's digital health ecosystem, significantly increasing platform adoption and citizen engagement scores.
- **Smart Service Delivery:** Modernised appointment, triage and patient-coordination systems, reducing manual workload and improving operational throughput for clinical staff.
- **C-Suite Partnership:** Partnered with government and inter-agency stakeholders to align digital roadmaps with UAE Vision 2031 and Smart Dubai frameworks.
- **Process Optimisation:** Streamlined inter-governmental communication workflows, reducing cross-agency friction and accelerating service-delivery timelines.
- **AI Framework:** Established a reusable AI integration framework now applied across subsequent DHA digital initiatives, endorsed by DHA leadership and Digital Dubai.

Product Owner (Consultant) | Mar 2024 – Sep 2024

AILA.ai — AI EdTech Startup | GCC (Remote)

- **Funding Impact:** Led product strategy and design, directly contributing to $1.5M in Series A funding from GCC investors.
- **Product Suite:** Built the core platform (LMS, AI learning bots and a K-12 knowledge platform) from concept to launch, owning the full product lifecycle.
- **Government Partnership:** Established a strategic partnership with a GCC Ministry of Education to deploy a nationwide AI learning platform supporting Vision 2030 education targets.

Product Design & Strategy Consultant | Aug 2023 – May 2024

KistPay — Fintech | Abu Dhabi, UAE & MENA

- Reduced user pain points by 20% through customer journey mapping, driving a 15% uplift in product adoption post-launch, and delivered WCAG 2.1-compliant interfaces achieving 90% usability scores in independent accessibility testing.

Product Owner (Consultant) | Jul 2023 – Dec 2023

SiParadigm — Health Tech (Cancer Diagnostics) | MENA (Remote)

- Increased platform engagement by 25% and cut onboarding time by 40% through a user-centred redesign of a complex clinical workflow, achieving 98% user satisfaction and zero security incidents on a HIPAA-compliant data architecture.

Principal Product Owner | Mar 2019 – Apr 2023

Afiniti — Enterprise AI (B2B SaaS) | EMEA & North America

- **CSAT Improvement:** Lifted customer satisfaction scores by 12% and reduced inbound support tickets by 15% through redesigned self-service interfaces.
- **AI Sentiment Engine:** Increased positive customer sentiment by 20% via an NLP-powered analysis engine that intelligently prioritised agent interactions.
- **Omni-Channel Expansion:** Grew customer touchpoints by 30% and cut average resolution time by 25% through seamless omni-channel integration.

- **Agent Productivity:** Boosted contact-centre agent efficiency by 18% through real-time decision-support tools and streamlined interaction workflows.

Co-Founder | Oct 2017 – Jan 2019
Stipple | Startup, Freelance Designer Marketplace | Pakistan
- **Marketplace:** Co-founded a startup building a marketplace for freelance designers.
- **Recognition:** Won 1st place at the World Bank Hackathon Pakistan 2019.
- **Community:** Led community building and ran the city chapter.

Senior Product Designer | Oct 2016 – Aug 2017
Stella Technology — Health Tech | USA & Middle East
- Designed clinical dashboards for 12 healthcare applications, boosting physician data utilisation by 20% and reducing medical errors by 10%, and enabled 25% faster critical-event identification for nursing staff through real-time patient-monitoring interface design.

UX Designer | Mar 2015 – Sep 2016
Emumba — Product Engineering & Design | EMEA & North America
- **Delivery Excellence:** Collaborated with cross-functional teams to define project scopes, ensuring 98% on-time delivery while meeting client expectations and budget constraints.
- **User Flow Design:** Developed user flows that streamlined workflows and improved user conversion rates by 5%.
- **Enterprise Clients:** Partnered with leading organisations, including A10 Networks, on product design and delivery.

FELLOWSHIPS & GLOBAL PROGRAMS

TechWomen Fellow & Product Design Mentee | Feb 2022 – Jun 2022
LinkedIn HQ — U.S. State Department Program | San Francisco, USA
- Selected from a competitive global pool of women in STEM; embedded with LinkedIn's product design team and received mentorship from senior LinkedIn product and design leaders as part of the U.S. State Department's TechWomen fellowship.

CERTIFICATIONS & EDUCATION

Certifications: Certified Scrum Product Owner (CSPO) · Product Strategy Micro-Certification · Learning Data Analytics · Agentic AI Fundamentals: Architectures, Frameworks, and Applications · The AI-Driven Project Manager: 10X Your Productivity with Generative AI · Foundations of the Fourth Industrial Revolution (Industry 4.0) · Google UX Design Professional Certificate · Human-Centered Design Certificate · Foundations of UX Design

Education: BSc Software Engineering — Allama Iqbal Open University (2010–2015) | BA Applied Psychology — University of the Punjab (2009–2011)

TOOLS & TECHNOLOGIES

AI & Data
Azure OpenAI · OpenAI GPT · Anthropic Claude · Microsoft Copilot · LangChain · NLP & Sentiment Engines · Power BI · Tableau · SQL

Product & Agile
Jira · Confluence · Azure DevOps · Aha! · Asana · Trello · Notion · Monday.com

Design & Research
Figma · Adobe XD · Sketch · Miro · InVision · Maze · UserTesting · Hotjar

Analytics & CX Platforms
Google Analytics · Mixpanel · Amplitude · Salesforce · ServiceNow · Genesys · Avaya · Zendesk

Cloud & Compliance
Microsoft Azure · AWS · HIPAA · GDPR · UAE PDPL · WCAG 2.1

AWARDS & RECOGNITION

2024 UPG Leader Fellow — International Affairs Fellowship, Switzerland
2022 TechWomen Fellow — U.S. State Department
2022 CPC Sheroes Award
2021 Digital Leader — Buenos Aires, Argentina
2021 Globant Award Nominee
2020 Wonder Women Award (Afiniti)
2020 Mentored by Princess Beatrice of York
2019 World Bank Hackathon Pakistan — 1st Place (Stipple)
2019 YLC Award · Cherie Blair Foundation Mentee

Featured in: PTV World · Al Arabiya Qatar · Startup Insider · NewsIcon Cover

LEADERSHIP & COMMUNITY IMPACT

- **TEDx & Conference Speaker:** 50+ keynotes delivered at TEDx, Google DevFest and the Arab Blockchain Summit across the UAE, GCC and wider MENA.
- **Founder, Women's Voices Amplified:** Grew a mentoring programme empowering 500+ women in tech across MENA; social media creator with a 65K-follower audience (@roshaan.sheikh).
- **Global Networks:** Global Shaper (World Economic Forum) and Cherie Blair Foundation Alumna; Chapter Lead for Glug, Dribbble, Fiverr and NIC startup communities, scaling design and startup ecosystems across the GCC and wider EMEA.