



Jana Muthuraj

Lead Experience Strategist | UX · CX · Service Design · AI Experience (AX)

📍 Dubai, UAE

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EXECUTIVE PROFILE

Lead Experience & AI Product Strategist with 15+ years of experience designing intelligent enterprise products and leading digital transformation across banking, government, and enterprise organisations across the GCC.

Delivered 100+ digital platforms, 50+ mobile applications, 5+ AI product initiatives, and 10+ enterprise transformation programs, helping organisations simplify complexity through customer-centric, data-driven, and measurable experiences.

Specialising in Product Strategy, Experience Design, AI Experience (AX), Service Design, UX Research, and Enterprise Transformation, with proven delivery across ADCB, FAB, SAB, SNB, RAKBANK, du, Ooredoo, ADNOC, Toyota, Jumeirah, and Six Flags Qiddiya.

CORE EXPERTISE

Experience Strategy, AI & Leadership

- UX & AI Experience (AX) Strategy
- Intelligent Product & Interaction Design
- UX Vision & Roadmapping
- CX & Digital Transformation
- Design Governance & Standards
- Executive Stakeholder Alignment
- Design Delivery Management
- Mentorship & Team Leadership

Research, Systems & AI Thinking

- Mixed-Method UX Research
- AI Experience Design (AX)
- Conversational & Adaptive UX
- Service Blueprinting
- Customer Journey Mapping
- IA & Ecosystem Architecture
- Data-Informed Experience Design
- Usability & Concept Testing
- Design Thinking Facilitation

Enterprise & Industry Focus

- Banking & Financial Services (UAE, KSA)
- Government & Public Sector
- Telecom & Utilities
- Real Estate & Hospitality
- Entertainment & IoT Ecosystems
- AI-Enabled Enterprise Products
- Travel & Aviation
- Energy & Industrial

PROFESSIONAL EXPERIENCE



Gravitas, Dubai

Lead Experience Design

Apr 2021 - Present

- Lead UX & AI Experience (AX) strategy across enterprise-scale digital ecosystems within banking, government, and mega-project environments
- Delivered 5+ AI-enabled product initiatives, designing intelligent, conversational, and data-driven experiences aligned to business objectives
- Translate strategic vision into scalable user journeys, IA frameworks, AI interaction models, and multi-platform experience architectures
- Own UX scoping, estimation, delivery governance, and cross-functional stakeholder alignment across business and IT units

- Drive research-informed, data-backed decision-making influencing large-scale digital transformation programs
- Facilitate executive workshops defining product direction, CX transformation priorities, and AI integration roadmaps
- Mentor and grow UX capabilities, establishing design standards and best practices across projects

Clients: ADCB, RAKBANK, SAB, FAB, SNB, Six Flags Qiddiya, Saudi Arabia Grand Prix, RTA Dubai



Valtech (Formerly Revonic), Dubai

Senior Experience Consultant

Mar 2020 – Mar 2021

- Defined end-to-end UX strategy grounded in research insights and brand objectives
- Led discovery workshops translating CX gaps into structured digital roadmaps
- Redesigned e-commerce mobile ecosystems improving usability and conversion flows
- Developed scalable IA systems and high-fidelity prototype frameworks

Clients: du, ROSHN, ADNOC Distribution, CIB Egypt, Level Shoes



Omnia, Dubai

Senior UX Designer

Apr 2019 – Feb 2020

- Led UX strategy for enterprise and government digital transformation initiatives
- Developed PoCs and digital roadmap frameworks supporting executive proposals
- Conducted CX audits and heuristic evaluations informing product evolution

Clients: ADNOC, The Executive Council of Dubai, TRA UAE, ADEK, Wolf Haus



VML (Formerly Mirum Agency - JWT), Dubai

MW UX Designer

Mar 2018 – Mar 2019

- Led digital banking experience strategy across multi-market ecosystems (KSA, UAE), defining unified customer journeys and scalable IA frameworks
- Delivered end-to-end UX solutions aligned to business, compliance, and cross-channel integration requirements

Clients: Al Rajhi Bank (KSA, Jordan, Kuwait), First Abu Dhabi Bank (FAB), NCB, Jumeriah Group, Toyota

EARLIER EXPERIENCE

Ooredoo Qatar, Doha - UX Specialist

Aug 2016 – Feb 2018

Part of the Digital Experience team driving UX research and service design across telecom ecosystems, including mobile, web, kiosks, and Smart TV platforms.

Kutung Design Labs, Chennai - UX / UI Designer

Feb 2016 – Jul 2016

Led user research and IA design for digital products, translating stakeholder requirements into high-fidelity interfaces and scalable front-end-ready design systems.

Cognizant Technology Solutions, Chennai - UX / Interaction Designer

Nov 2014 – Jan 2016

Delivered enterprise UX solutions across web and mobile platforms; facilitated stakeholder workshops, research synthesis, and UX estimation for large RFP-driven programs.

Reku Pty Ltd, Canberra - UX Analyst

Feb 2013 – Aug 2014

Collaborated with stakeholders to define UX solutions for e-commerce platforms, conducting usability testing and improving online customer journeys.

IMPACT SNAPSHOT

Career Highlights

2013 - Present

- 15+ years in UX, CX & Experience Strategy
- 100+ digital platforms delivered across mobile, web & emerging ecosystems
- 50+ Android & iOS applications launched
- 5+ AI-enabled product initiatives delivered
- 10+ Enterprise transformation programs
- Facilitated 50+ executive & stakeholder workshops
- Led UX for leading GCC banking & enterprise institutions
- Built and led high-performing UX and Service design teams
- Delivered enterprise-scale digital transformation programs

AI Products & Ventures

2025 - Present

Ansab UAE: Bank-product comparison portal ranking credit cards, loans, mortgages and accounts across 20 UAE banks against a user's profile with UAE Central Bank rules built-in, nightly rate pipeline.

UX/UI Audit Tool: AI tool that audits live sites and uploaded designs, returning scored findings, screenshots and recommendations in minutes.

Blueprint AI: AI service-design platform turning discovery interviews into current and future-state blueprints across six standard swim lanes.

Entrepreneurial & Product Leadership Experience

2014-2018

- Co-founded and scaled TicGET and PinkAnt - shaping product vision, business strategy, and investment readiness.
- Owned the end-to-end product journey, from concept and validation to launch, leading multidisciplinary teams across product, design, engineering, and marketing.
- Built research-driven, mobile-first products through continuous experimentation, user validation, and iterative delivery.

EDUCATION

Anna University (MIT Campus), Chennai, India

Bachelor of Engineering – Electronics & Instrumentation

Aug 2008 – May 2012

TOOLS & CAPABILITIES

Figma | Miro | Sketch
Design Systems | Prototyping | Interaction Design
Workshop Facilitation | Stakeholder Alignment
AI Interaction Design (AX) | Conversational UX
UX Strategy & Roadmapping | Service Blueprinting
Research & Usability Testing | Agile / SCRUM