Aymen Graja

AI-Driven Product Leader | UX, CX, and UI Specialist | Design Innovator

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PROFESSIONAL SUMMARY

Product leader with 17+ years of experience integrating AI and human-centered design. Expert in data-driven product development, UX strategy, and digital transformation. Led AI-powered solutions like "Oqood.ai" and mentored 300+ professionals. PhD candidate exploring AI's impact on UX creativity.

CORE COMPETENCIES

- **Product Strategy:** AI-Driven Product Innovation | OKR | Go-to-Market Strategy | Stakeholder Collaboration
- **UX & Design Leadership:** Design Thinking | UX Research & Auditing | Accessibility (WCAG) | Design Systems
- **Technical Expertise:** Generative AI | Prompt Engineering | Figma, Adobe Suite, Sketch | Agile/Scrum | GA4, Hotjar, Mixpanel, Jira
- **Leadership:** Cross-Functional Team Management | Mentorship | Workshop Facilitation

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PROFESSIONAL EXPERIENCE

Freelance Product Design & Management — *Feb 2023 - Present*

- Launched MENA's first AI legal platform (Oqood.ai), applying generative AI and user research to improve legal accessibility.
- Developed key UX/UI features for the '*Maskan*' mobile app for the Federal Tax Authority in the UAE.
- Enhanced Dubai Police's Smart Insurance dashboard, achieving over 30% operational efficiency gains through a UX/UI enhancement.

Tenantive, Kuwait – UX Manager & Product Manager — *Apr 2020 – Jan 2023*

- Led 15+ cross-functional teams using Agile/Scrum, achieving 95% on-time feature delivery.
- Boosted monthly active users by 200% through UX optimization and transaction workflow improvements.
- Reduced average development cycle from 10 weeks to 6 weeks (40%) by implementing a design.

Mantu (Amaris Group) – Product Design Lead — *Jul 2019 - Mar 2020*

- Directed UX strategy for enterprise ERP solutions impacting 8K+ global users.
- Managed an 8-member multinational design team, improving platform usability by 40% through a unified design system and global design standards.
- Applied Design Thinking to revamp key features, increasing task completion rates by 25%.

Previous Positions — *2007 - 2019*

- **UX & Design Thinking Instructor at Optimus Training:** Trained 80+ entrepreneurs and junior designers. (2017-2019)
- **UX Consultant for Qatar Foundation, SITIC Africa, BizMe, and other organizations:** Delivered research, wireframes, prototypes, and design systems. (2016-2019)
- **UX/UI Design Professor at the Higher Institute of Fine Arts of Sousse:** Trained 300+ students, mentored 130+ Master's projects. (2014-2019)
- **Art director & Lead UX/UI at Mobelite:** Led a 5-person design team, delivering 14+ digital solutions. (2013-2016)
- **Art director, Graphic Designer & Copywriter** (2007-2010)

VOLUNTEER MENTORSHIP

- **UX Mentor, Google for Startups Accelerator (MENA):** Advised 30+ startups on User-Centered Design and Design Thinking. *2017 - Present*
- **Local Leader, IxDA (MENA):** Led design community events and knowledge-sharing initiatives. *2019 - 2023*

EDUCATION & TRAINING

- **PhD Candidate, "*Cognitive & Creative UX Dynamics in AI-Driven Co-Creation*"** – ISBAS, Sousse *EXP. 2028*
- **Mini MBA in Leadership, Business Strategy, and Digital Innovation** – UNIVERS T.C., Tunis *2021*
- **Master's in Arts and Communication Research** – ISBAN, Nabeul *2013*
- **Diploma in 3D & VFX** – NETINFO, Nabeul *2012*
- **National Diploma in Arts and Communication (Graphic Design)** – ISAMS, Sfax *2007*

CERTIFICATIONS

- **IBM AI Product Manager Professional Certificate -** Issued by IBM, Coursera.org *2025*
  Credential ID: [PD9QOVVMX9M7]

LANGUAGES

Arabic (Native) | **French** (Fluent, C2) | **English** (Advanced**,** C1) | **Italian** (Basic**,** B1)

AREAS OF INTEREST

Human-Centered AI | Emotional intelligence | Arts | Mediterranean Cuisine.