MULTIDISCIPLINARY DESIGNER · SERVICE DESIGNER · CUSTOMER EXPERIENCE DESIGNER

SHIYARA YOUSUFF

SERVICE & CUSTOMER EXPERIENCE DESIGNER

Service & Customer Experience Designer with 6+ years of multidisciplinary design experience spanning visual communication, brand design and customer experience. Experienced in working on service design and digital transformation initiatives across government, public-sector and private-sector environments. Skilled in customer research, journey mapping, service blueprinting, stakeholder engagement and translating insights into human-centred service improvements. Combines a multidisciplinary design background with a specialisation in service design, experience strategy and digital transformation.

6+ YEARS IN DESIGN | **20+** PROJECTS & CLIENTS | **5+** INDUSTRIES & SECTORS

WORK EXPERIENCE

2025- PRESENT
CX & SERVICE DESIGNER | TRIBAL EXPERIENCE
DUBAI, UAE

UAE CAPITAL MARKET AUTHORITY (CMA) | SERVICE DESIGNER
UAE GOVERNMENT ENTITY

Contributing to a government service transformation programme spanning approximately 120 services, working collaboratively across selected service areas.
Conducting and synthesising insights from 12 customer interviews per research cycle, translating findings into design opportunities.
Developing current-state and future-state customer journeys and service blueprints, with at least 5 journeys per cohort.
Collaborating on ideation, stakeholder reviews and final presentations, with multiple deliverables receiving stakeholder sign-off.

KNOWLEDGE AND HUMAN DEVELOPMENT AUTHORITY (KHDA) | CX DESIGNER *GOVERNMENT OF DUBAI*

Worked on the re-engineering of 80+ Training Institute services, covering permit issuance, renewals, amendments, cancellations and other regulatory processes.
Analysed and mapped service journeys and processes across complex ecosystems involving multiple government entities, stakeholders, users and integrations.
Designed service journeys across Training Institute services and supported service design activities for Ecc,Schools,Higher Education and Vocational Training institutes.
Worked on the Learner Passport initiative, a new KHDA initiative, as well as learner dispute and student-related services.
Conducted international benchmarking and stakeholder engagements with government entities and comparable organisations in leading countries to inform future-state service recommendations.

CONTACT

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EDUCATION

AMERICAN UNIVERSITY OF SHARJAH
B.SC in Design Management
Minor in Marketing

EXPERTISE

SERVICE DESIGN & CX
· Service Design · Customer Experience
· Strategy · Journey Mapping
· Service Blueprinting · Future-State Design
· Service Innovation

RESEARCH & STRATEGY
· User Research · Qualitative Research
· Stakeholder Interviews · Research Synthesis
· Service Analysis · Benchmarking
· Opportunity Identification

TRANSFORMATION & DELIVERY
· Digital Transformation
· Process Optimisation
· Workshop Facilitation
· Concept Development
· Stakeholder Management
·Cross-functional Collaboration

TOOLS

Design & Collaboration
Figma · FigJam · Miro
Adobe Creative Cloud

AI & Emerging Tools
ChatGPT · Claude · Perplexity
Midjourney · Runway

CERTIFICATIONS

Exercising Leadership:
Foundational Principles
Harvard Business School Online ·

Sustainable Destination Management
UN Tourism Academy · 2024

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LANGUAGES

Malayalam - Native
English - Professional
Hindi - Intermediate
Arabic - Basic

2023

MAJID AL FUTTAIM | MALL OF THE EMIRATES
LUXURY SHOPPER EXPERIENCE · SERVICE DESIGN
Conducted customer interviews to understand luxury shopping behaviours, service awareness and customer experience challenges.
Identified awareness gaps across luxury services, including the Cle D'or Lounge, hands-free shopping and personal shopper services.
Analysed research findings and mapped customer journeys to identify opportunities to improve the luxury shopping experience.
Developed an appointment-based experience concept featuring advance bookings, virtual queues, real-time notifications and appointment feedback.
Explored integration of the proposed experience with the mall's digital platform and retail service operations.

2020–Present
VISUAL DESIGNER & DIGITAL CREATIVE| DUBAI, UAE
FREELANCE | UAE & INTERNATIONAL
Delivered multidisciplinary design and creative communication projects across retail, fashion, food & beverage and lifestyle sectors.
Developed brand identities, marketing campaigns, digital content and visual storytelling across digital and print channels.
Managed projects from concept to final delivery, collaborating directly with clients and external partners.

2021–2023
TELAL GENT'S FASHION| ***ARAB LUXURY FASHION***
BRAND DESIGNER |SHARJAH, UAE
Developed brand communication strategies and creative campaigns for a luxury Arabic menswear brand.
Designed digital and print content to strengthen brand visibility and customer engagement.
Supported consistent brand experiences across retail, in-store and digital touchpoints.

RESEARCH & RECOGNITION

2024
GLOBAL RESEARCH COMPETITION | SUSTAINABLE HOSPITALITY CHALLENGE
SWITZERLAND ·

The only team from the UAE selected to represent the country in the international competition, selected from 30,000+ participants, with 100+ teams/projects progressing through the selection process.

Developed Dispeco, a circular hospitality oral-care service designed to reduce single-use plastic through sustainable materials, dispensing and recycling.