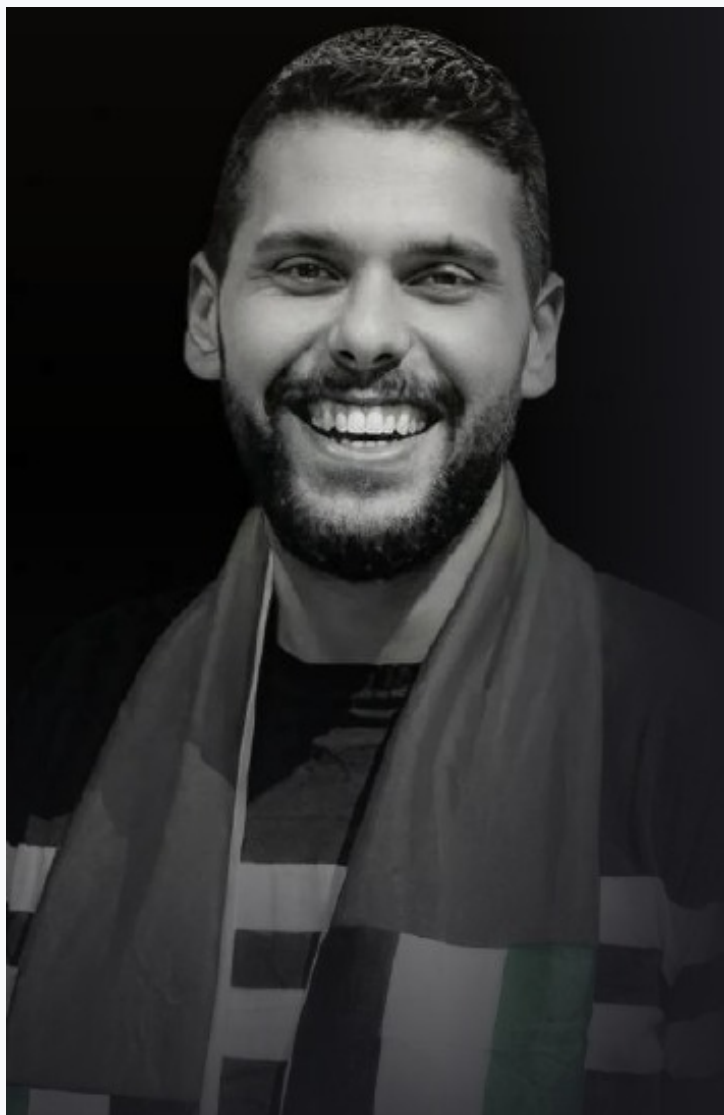




# Peter Shalaby

Staff Experience Designer

AI services, government platforms  
and complex B2B experiences

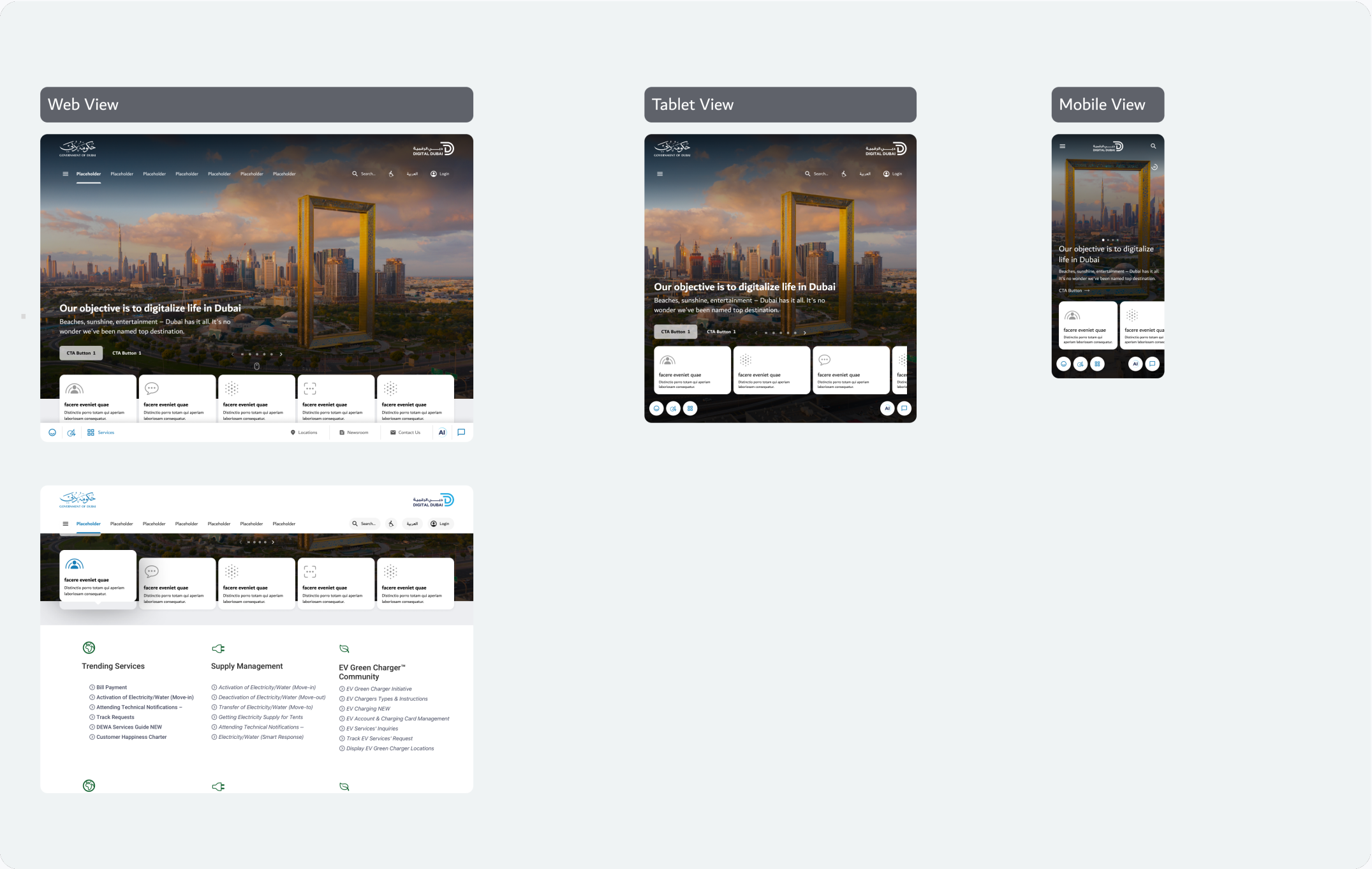
[peter.a.shalaby@outlook.com](mailto:peter.a.shalaby@outlook.com)  
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# Government Design System

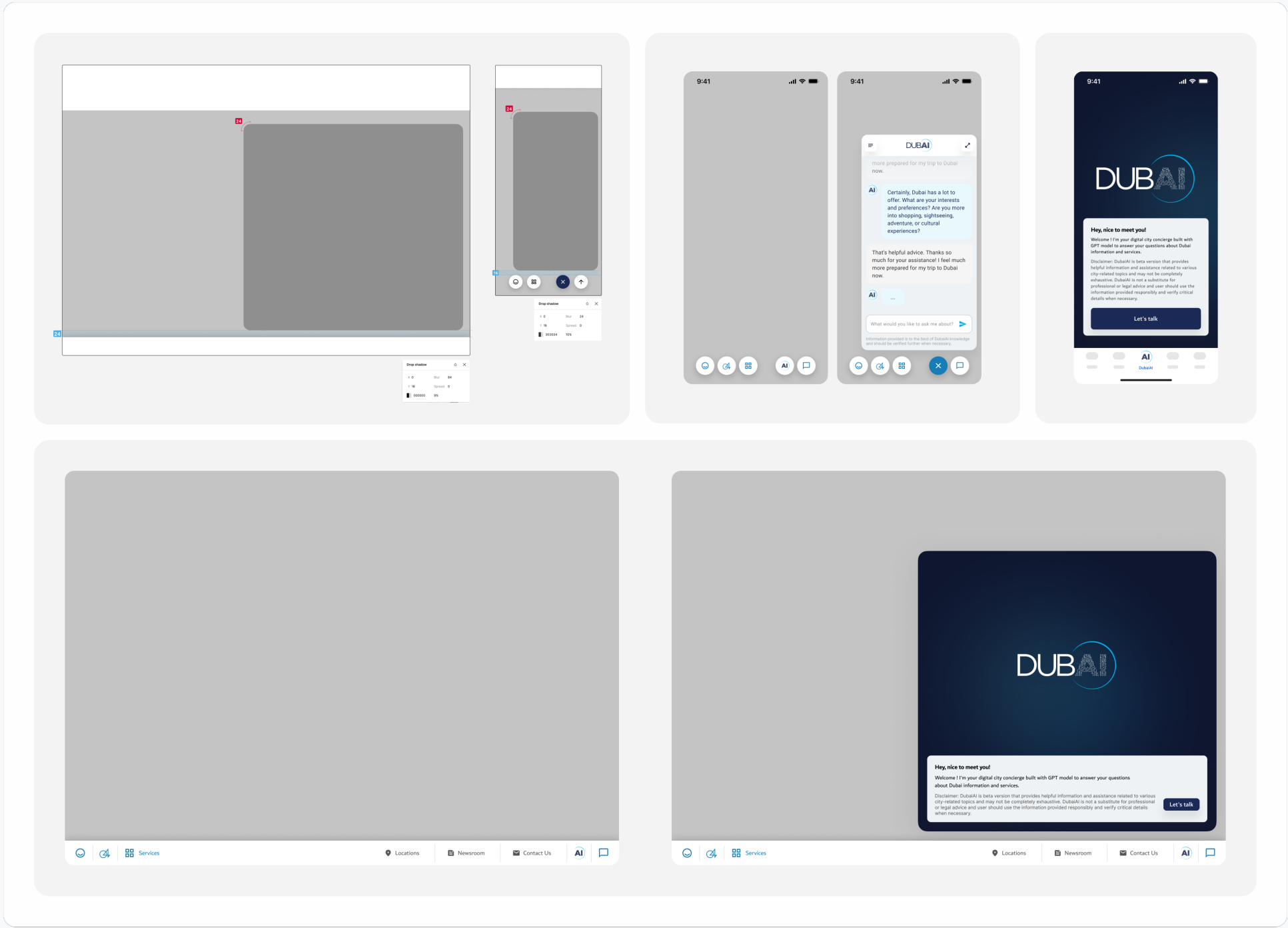
Shared patterns.  
Purposeful  
variation.

Desktop, tablet and  
mobile

Requirements to  
reusable patterns to  
adoption support.



# Dubai AI: part of the service

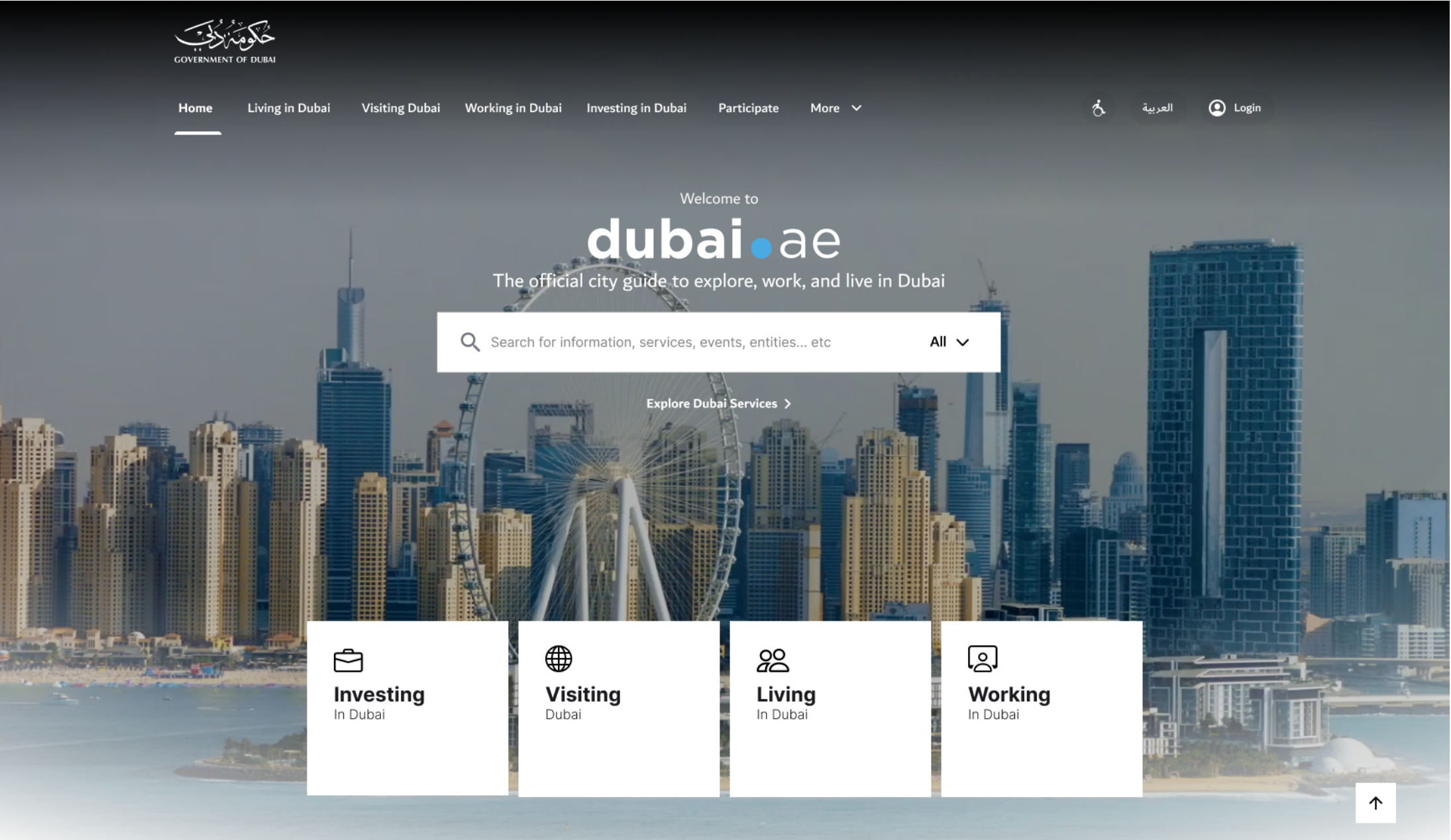


Entry.  
Expectations.  
Conversation.

Sole designer for Dubai AI

Connect the assistant to  
portal patterns and  
implementation guidance.

# Dubai.ae: navigation by intent

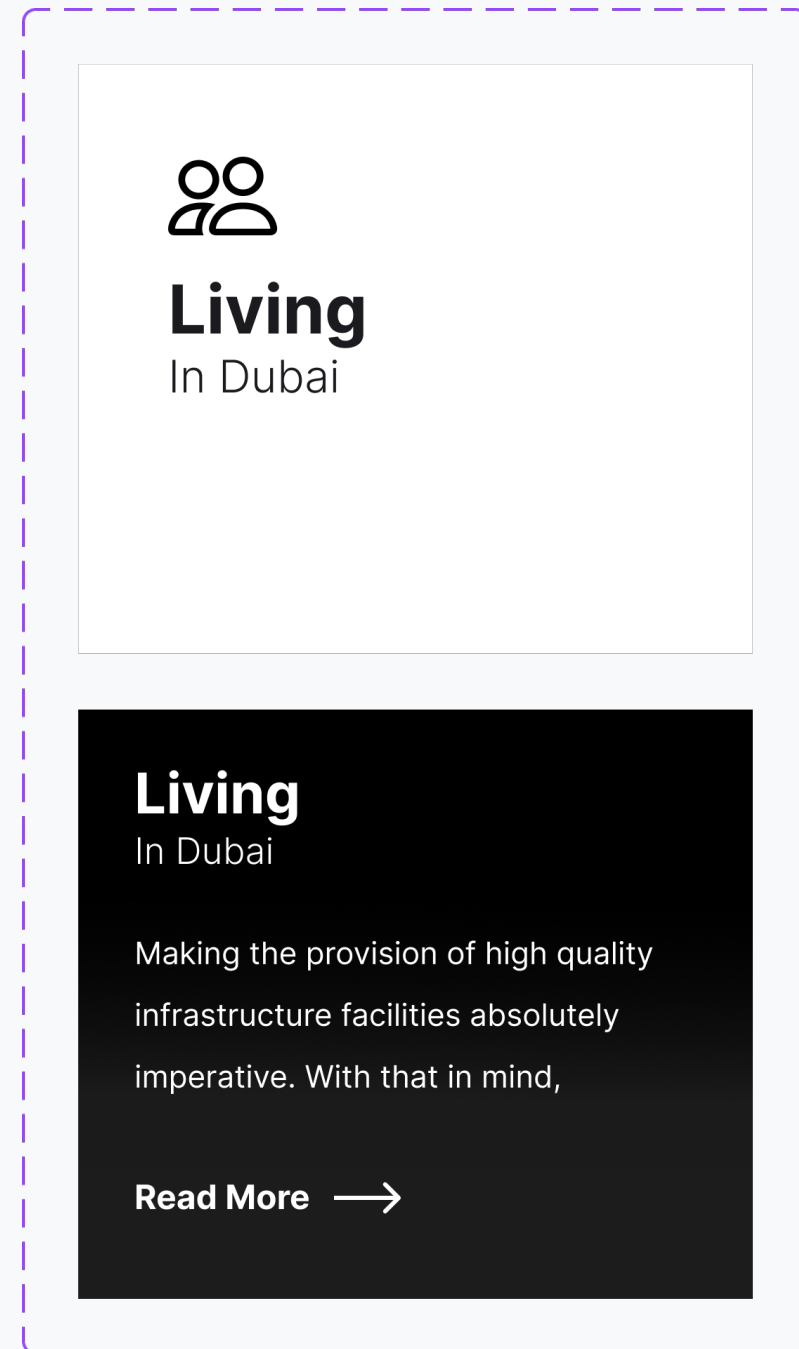


Living  
Visiting  
Investing  
Working

Service categorization  
Five homepage iterations  
Accessibility-led refinement



# Dubai.ae: the interaction detail



**Scan the category.  
Understand the next step.**

Default and hover explorations

A complete specification must also account for keyboard and touch.

# Leads Management B2B System

## Match Progress

|                                                                                     |                          |                                                                                                                                                                                                                                              |   |
|-------------------------------------------------------------------------------------|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|    | <b>Submitted</b><br>Done |  Initiated On 23/1/2023 - 13:20<br> Completed On 23/1/2023 - 13:20     | ▼ |
|    | <b>Accepted</b><br>Done  |  Initiated On 23/1/2023 - 13:20<br> Completed On 23/1/2023 - 13:20     | ▼ |
|    | <b>Scoped</b><br>Done    |  Initiated On 23/1/2023 - 13:20<br> Completed On 23/1/2023 - 13:20     | ▼ |
|   | <b>Matched</b><br>Done   |  Initiated On 23/1/2023 - 13:20<br> Completed On 23/1/2023 - 13:20  | ▼ |
|  | <b>Awarded</b><br>Done   |  Initiated On 23/1/2023 - 13:20<br> Completed On 23/1/2023 - 13:20 | ▼ |
|  | <b>Paid</b><br>Done      |  Initiated On 23/1/2023 - 13:20<br> Completed On 23/1/2023 - 13:20 | ▼ |
|  | <b>Completed</b><br>Done |  Initiated On 23/1/2023 - 13:20<br> Completed On 23/1/2023 - 13:20 | ▼ |
|  | <b>Reviewed</b><br>Done  |  Initiated On 23/1/2023 - 13:20<br> Completed On 23/1/2023 - 13:20 | ▼ |

One lifecycle.  
Different  
responsibilities.

Requester / Provider / Admin

Visible stages and ownership  
within the existing platform.

# Unlock: explain progress on demand

✓

Submitted  
Done

📅

Initiated On 23/1/2023 - 13:20

📅

Completed On 23/1/2023 - 13:20

▼

✓

Submitted  
Done

📅

Initiated On 23/1/2023 - 13:20

📅

Completed On 23/1/2023 - 13:20

▲

Pending Review

We've received your service request and our team is currently reviewing it. This process usually takes 1 working day.

## Progressive disclosure

Status first. Detail when needed.

## Delivery trade-off

Keep the data model and APIs.

# What I bring to the team

## Frame the service

Turn overlapping needs into a coherent structure.

## Make system decisions

Define what stays consistent and where the experience should adapt.

## Stay through delivery

Connect design, implementation and learning after release.

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