

Mariam Taraif

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SUMMARY

I build and lead design teams where complexity is the norm, not the exception. Over the past 15+ years, I have worked at the intersection of design, product, and engineering, helping teams turn deeply technical systems into experiences people can understand, trust, and use effectively in real-world environments.

I currently lead Product Design for ThousandEyes EMEA at Cisco, with expanded global responsibility across the ThousandEyes design organisation. I care deeply about craft and clarity, and about building teams that make good decisions, move with intent, and deliver high-quality work that holds up at scale.

I do my best work in ambiguous environments, partnering closely with product and engineering leaders, grounding decisions in customer insight, and ensuring design direction translates into shipped outcomes.

I am actively writing and publishing about AI, design, and the human behaviour shifts that most product teams are still catching up to. I think the people building these products need to be the ones shaping the conversation around them.

EXPERIENCE

Head of Product Design, EMEA

Feb 2024 – Present

Cisco ThousandEyes

Lead Product Design for ThousandEyes across EMEA, owning design strategy and outcomes across a multi-product, enterprise SaaS portfolio. Partner with senior Product, Engineering, and Customer Success leaders to shape product strategy for data-intensive network and digital experience assurance products. Set direction for complex data visualisation and AI-driven workflows, focused on helping customers proactively detect, diagnose, and remediate issues at scale. Represent Design in senior leadership forums and Customer Advisory Boards, using customer insight to influence roadmap prioritisation and investment decisions.

Expanded Scope: Interim Head of Product Design, ThousandEyes (Global) | Oct 2024 – Present

Assumed global responsibility for ThousandEyes Product Design across EMEA and the US following a leadership transition. Provide strategic alignment across all design teams, leading org-level talent decisions including performance calibration, promotions, and senior coaching across both regions while maintaining momentum on the highest-impact initiatives.

Senior Manager, Product Design

2021 – 2024

Twilio | London, UK

Led product design for Twilio Flex, a cloud-native, enterprise B2B platform supporting large-scale contact centre and customer experience operations. Owned UX strategy across core platform capabilities including AI-powered workflows, personalisation, and complex system integrations. Integrated OpenAI APIs into Flex workflows to surface contextual customer summaries to contact centre agents, 3 to 4 years ahead of mainstream AI adoption in enterprise products. Built, scaled, and led a multidisciplinary design organisation from 5 to 23 people, including managing design managers across Product Design, Research, Content, and Programme Management. Partnered with senior Product and Engineering leaders to shape long-term product strategy, influence roadmap investment, and support expansion into new markets (TAM ~\$15B).

Additional Leadership and Org Impact

UX Community Council Lead: Founded and led a global UX community council (~100 designers), strengthening craft quality, critique, and cross-team alignment. Deputy, London Site Council: Senior leadership role supporting Twilio's UK hub (300+ employees), partnering with global leadership on culture and workplace experience. Hiring Bar Raiser: Trusted interviewer across Product, Design, and other disciplines, contributing to dozens of senior hires and upholding high, inclusive hiring standards.

Manager, Product Design

2019 – 2021

Twilio | London, UK

Led multiple product design teams across Twilio Flex, Studio, and early-stage AI and ML-driven products including Voice Intelligence and Twilio Engage. Supported 0 to 1 initiatives by shaping product vision, validating concepts with users, and accelerating time-to-value through close product and engineering

partnership. Played a foundational role in establishing Twilio's UX practice, including hiring, onboarding, and coaching designers as the organisation scaled.

Design Lead

2012 – 2019

Newangle | London, UK

Led end-to-end delivery of complex digital products, remaining closely involved in problem framing, interaction design, and design quality throughout execution. Directed cross-functional teams across design, research, content, and engineering to deliver large-scale, client-facing products. Built and managed multidisciplinary teams, overseeing resourcing, budgets, and global project delivery.

Design Manager

2009 – 2012

Newangle | London, UK

Delivered user-centred digital projects, providing direction on UX, interaction design, and visual quality while managing timelines and client relationships.

E D U C A T I O N

MSc Neuropsychology University College London (UCL)

BSc Human Psychology Aston University

S K I L L S A N D F O C U S A R E A S

Design Leadership and Org Building | UX and Product Strategy | Data-Intensive and Enterprise SaaS | AI-Driven Experiences | Talent Development and Coaching | Executive and Cross-Functional Influence | Design Systems and Craft Excellence

L A N G U A G E S

English | Arabic | Farsi