



Hadeel Ayoub

Founder and CEO of BrightSign

Tech Role Models

This series lets technology innovators share their journey as a way to inspire others. Hear Hadeel's story:

What sparked idea

Was born into a family of doctors. Imagine the surprise when I opted to study design instead. While studying architecture, I became fascinated with creating virtual spaces and 3D modeling. But grew frustrated with the limitations to designer software. So, I decided to study programming. Found a university that accepted me into a Master of Science degree with my Bachelor of Arts. Then moved my family to London and wrote my first line of code at 30.

Company journey

1. Achieved goal of writing an improved 3D modeling software with hand-tracking added. Next, focused my PhD research on AI for gesture recognition.
2. Selected to represent university at global hackathon "AI for Social Care" hosted by IBM. Used my existing system and developed a data glove that could translate sign language into vocalized speech.
3. Won the grand prize. Overnight, my "sign language glove" went viral!
4. Founded tech startup, BrightSign.



[Learn more >](#)



Overnight sensation

My invention was showcased on BBC and Discovery Channel—and my inbox was flooded with requests from parents and teachers.

What you're most proud of

1. Positively impacting many peoples' quality of life.
2. Passing on my knowledge, so the cycle of learning continues.