



Rahim Haji

Award Winning UX practitioner

British National

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Summary

Certified UX practitioner, capable of attaining business requirements & translating them into UX

Create highly usable solutions focused on user experience and brand guidelines

Develop conceptual flows & prototypes for website and applications

Ability to code W3C compliant code

Expert knowledge of HTML, CSS, jQuery and responsive web design

Certified SCRUM Master, with strong communication & interpersonal skills

Strong team player, with the ability to work individually.

Key Skills

UX Research/Analysis

Product & Service Design

User-Centred Design

Wireframing & Prototyping

Web/App UI/UX Design

Website Architecture Development

Branding & Web Presence Implementation

Web Accessibility, Usability & Branding

W3C Compliant HTML/CSS Coder

Certified ScrumMaster 2006

Professional Skills & Experiences

User Experience Design ●●●●●

Website / Application Design ●●●●●

HTML(4/5) & CSS (3) ●●●●●

jQuery / Javascript ●●●○○

Team Lead / ScrumMaster ●●●●○

Design & Development Tools / Software

Sketch / Photoshop / Axure ●●●●●

Marvel / InDesign Prototype ●●●●○

IDE (Dreamweaver / Sublime) ●●●●●

Spring / Eclipse ●●●○○

JIRA / Basecamp ●●●●○

Professional Experience

Senior Lead UX Practitioner, RTA

July 2015 to Present

I devise and implement the UX strategy for RTA smart apps, highlighting the need to have a family of apps that cater for the 3 different segments of Dubai residents (Road users, Public Transport users and Corporate users). I have also created mobile guidelines and standards to ensure 3rd party and internal departments are able to create app that promote user adoption as well as delight the users. My Daily tasks involved working with other RTA departments to gather business, lead the UX & design teams to devise & create wire-frames/flows/prototypes and then conduct user research/testing. Advise and assist brand and customer experience on UX matters, conducted benchmark on all channels and apps to ensure standards are met, manage external resources to ensure swift turnaround of web/apps.

Tech: Sketch, Photoshop, Axure, Marvel, jQuery, HTML(5), CSS(3), Bootstrap

Senior UX/UI/Front-end developer, Sky News Arabia

Oct 2013 to Jun 2015

Having gathered business requirements, I convert them into user persona's, user flows, produce wireframes and clickable prototypes. These are then presented to the business for signed off, followed by user testing. I analyse & integrate the testing feedback and begin the development process. First by working with the design team and then as the development team to convert the designs into the website/applications. I use latest technologies to achieve this such as JAVA, JSP, AngularJS, jQuery and HTML5.

Tech: Photoshop, Axure, Marvel, JAVA, JSP, AngularJS, JSON, jQuery, HTML(5), CSS(3), Bootstrap

Lead UX/UI/Prototyping, Barclays Bank

Oct 2012 to Sep 2013

I gathered requirements from various departments and then constructed the UX for Barclays Cloudit & Pingit app's. As a team we produced prototypes to be user tested. Our UX sprints ran for 2 weeks, where I ear made the use cases to be worked on by the UX team. On completion of the UX wireframes, we would then brainstorm together to iron out the full fture UI and ensure the design matched the business & brand need. Once designs were completed, we as the UX design team, worked with the prototyping team and repeated this process to ensure the 'Best in Class' application was developed. I would then work with the build teams (onshore/offshore) to ensure the applications created adhered to the prototypes.

Tech: jQuery, jQueryMobile, HTML(5), CSS(3), Bootstrap

IT & IS Experience

HTML4/5, DHTML, ASP, JSP, PHP, Zend, XSL, XML, XHTML, JavaScript, JQuery, AngularJS, CSS(3), Content Management Systems, TeamSite, Git/SVN, Sareena, Homesite, Dreamweaver, PhotoShop, Fireworks, CAM, CAD, 4GL, Microsoft Office, Lotus Notes, Visio 1.6, Dbase 2, ABC Flowchart, Ms Flowchart, Window 96/97/98/NT. Cross browser development experience with Internet explorer, Firefox, Chrome, Safari and Opera.

App Portfolio

RTA Dubai App

Sky News Arabia App

Barclays CloudIt App

Barclays PingIt App

Deutsche Bank Autobahn App

FT Mobile App

Web Portfolio

www.rta.ae

www.nomura.com

www.tesco.com

www.national-lottery.co.uk

cycleblog.tfl.gov.uk

www.skynewsarabia.com

www.ftadvisor.com

www.investorchronicle.co.uk

www.theuniformstudio.com/

www.bookinghound.com

www.tfl.gov.uk

www.webtrendz.co.uk

www.tailoredimage.com

www.interpartners.com

www.lastminute.com

www.lexisnexis.co.uk

www.assist.ae

www.timini-haircutters.co.uk

www.canapeworld.co.uk

www.highgatedubai.com

User Interaction Lead, *Deutsche Bank / HCL Technologies*

March 2012 to Oct 2012

Discuss with the Funds managers on their requirements for the new website & IPAD iOS app, I worked with them to provide wireframes of their requirements, and then converted them into clickable prototypes. These were then set to the user research department for user testing and feedback gathering. I would then take the feedback back for analysis, update the prototypes and hand this over to the iOS dev team to build the app.

Tech: *jQuery, jQueryMobile, HTML(5), CSS(3), Bootstrap*

UX Lead/ Front-end Developer, *Financial Times*

May 2011 to Feb 2012

As the lead, I would discuss with the sales, marketing & broadcasting departments, their requirements for the app & websites (FT.com, FTAdvisor & Investors Chronicle). I would then relay the requirements and my UX team. We would analyse & build the strategy going forward. I would then work with the back-end development teams (onshore/offshore) to ensure the backend systems were inline with the new UX and front-end that I had coded.

Tech: *JSP, JPT, Methode CMS, XML, jQuery, HTML(5), CSS(3), Foundation CSS*

UX/UI Lead/Scrum master, *LexisNexis*

Sep 2010 to Mar 2011

I Lead a team of 3 UXers and 3 Front-end developers for the LexisNexis project. I would sit with business managers/directors to understand their requirements, produce user flows and wireframes for both the website and app. I would then discuss these with the business for sign off. As a team we would then develop the prototypes and conduct user testing. On completion of those cycles, we would create the front end shippable code that would then be used by the back-end teams to build the applications and website functionalities.

Tech: *ASP.NET, XML, TeamSite, jQuery, HTML(5), CSS(3)*

UI/UX Front-End Developer, *Nomura International bank*

Aug 2009 to Aug 2010

I consulted with the business managers to get requirements and then as a team we would discuss the business requirements and construct the UI/UX and user Flows, I would then be tasked with building a design and converting that into front-end code that would be integrated into the TeamSite CMS, by the back-end development teams (offshore/onshore) of internal and external websites/applications.

Tech: *ASP.NET, XML, TeamSite, jQuery, EXTJS, HTML(5), CSS(3)*

Lead User Experience/UI Designer, *Transport for London*

Aug 2008 to Aug 2009

I met with various departments and ascertaining their requirements for the various sections of the TfL website. The requirements were converted into wireframes & flows, which were presented to the managers of the departments concerned. Once signed off, these were then built out using HTML/CSS/jQuery and then incorporated into the bespoke CMS (RedDot) using .NET with the help of the back-end team.

Tech: *ASP.NET, ASP, jQuery, HTML(5), CSS(3)*

Education

UX Certification 2020
NN/g

Enterprise Design Thinking Practitioner 2020
IBM

ScrumMaster Certification 2006
NCL Miami

LLB Law Degree 2003 - 2006
Birbeck University (part-time)

Master CIW Designer 2001
Sports.com

CIW Designer, Web Master (Ms) 2000
Sports.com

Bachelor of Commerce 2000 - 2003
Bhartiya Shiksha Parishad U.P. (BSP)

Microsoft Certified Trainer 1998 - 2000
Premier IT

A Levels 1994 - 1996
London School of Law.

Subjects: Law (A), Constitutional Law(B) & Business Studies(C)

City & Guilds 726 Info Tech 1988 - 1990
North London College

7 Distinctions

GCSE's 1985 - 1988
Bullsmoor School

Subjects: Maths, English, Science, Further Science, Geography

Training

Management and Leadership

IBM Design Thinking

Presentation Skills

Dealing with Conflict

Business Communication

UI Developer /Dev Lead, *National Lottery*

Dec 2007 to Aug 2008

I lead the front-end development team of 4, where we worked on the new website that was launched in mid 2008. The site remit was to increase the usability of the site and also to encourage users to signup for a user account and purchase lottery tickets and scratch cards online. I devised and help build a new framework using latest technologies. I was able to add significant value in the development of the new UX and framework, which was then used by the dev team to produce the website in conjunction with the back-end dev teams offshore dev teams.

Tech: *PHP, XML, JSON, jQuery, HTML, CSS*

UI Developer, *IVIS Group (Tesco.com)*

March 2007 to Nov 2007

I was part of a large development team that consisted of web designers, front-end developers & back-end developers coding HTML, CSS, Javascript on a platform built using ASP technologies. My duties included taking designs from the branding and marketing teams, then converting them into pixel perfect pages using HTML & CSS. Working with an offshore back-end developer, I would assist in integrating my code into the back-end code for the Tesco.com website.

Tech: *ASP, XML, JSON, Bespoke CMS, jQuery, HTML, DHTML, CSS*

E-commerce Lead & QA Analyst, *NCL (Bahamas) Ltd*

Dec 2005 to Feb 2007

I worked with the Branding & Development team out in Miami, together we worked with external consultants to produce a strong UX and wireframes. I worked with the branding team to design the new website and create the UX. I then convert that into pixel perfect front-end code, which would then be handed to the back-end team based in Miami.

Tech: *JSP, Java, EXT, jQuery, (X)HTML, CSS*

Web designer and SEO Consultant, *Saatchi-Gallery*

Aug 2005 to Sep 2005

It was responsible to ensure all exhibitions were articulated onto the website, as well as consulting with the Marketing team to ensure current and future exhibitions and all artists and their art was detailed on the website. I would conduct SEO initiatives to ensure the site appeared within the first 5 links on search engines for all artists.

Tech: *PHP, XML, jQuery, HTML, CSS*

Form and design manager, *PMETB*

April 2005 to Aug 2005

I had to ensure all forms both online and offline adhered to usability and branding guidelines as set out. I would liaise with various departments to ensure all requirements were met. Furthermore, I was tasked with ensuring the content of the website as produced by the editors and designers was of the highest standards and assist where necessary.

Tech: *Javascript, HTML, CSS*

Languages

English
Urdu



Misc

Years of UX Experience 16
Preferred Computer Mac

References will be available on request.

Digital manager/ GUI designer, *Vicarage House Business Centre* Oct 2004 to April 2005

I design and built the website for the business centre, with a booking engine to book meeting rooms and office space. I also created and implemented a virtual office framework for our customers. This meant that they could use a satellite office in Central London, get their calls and emails answered by our office staff and re-route any calls to the main office.

Tech: *JSP, Javascript, HTML, CSS*

Web design Team lead, *Online Travel Corp/Lastminute.com* Jun 2001 to Sep 2004

My duties included creating new website designs, creating promotional material and splash pages for new special promotions. OTC were purchased by Lastminute.com early in 2002. At Lastminute, I was team lead for a team of 10 front-end developers. We would add new products to the existing website as well as design new site designs. These would be implemented into the existing frameworks for the various websites.

Tech: *JSP, Javascript, HTML, HTML, CSS*

Web Interface Developer, *Sports.com* Oct 2000 to Jun 2001

I was one of 3 front-end designers/developers, we would be required to create designs from briefs received from marketing and other departments. I would work with HTML, CSS and Javascript to build the websites. I would produce paper concepts to present to the various departments and managers, they would sign off and provide feedback on changes needed. Once these were carried out, we as the front-end team would produce the necessary code that would then be incorporated by the back-end teams.

Tech: *ASP, Javascript, HTML, CSS*