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Education

- **Bhartiya Shiksha Parishad U.P. (BSP)**
Bachelor of Commerce
Completed in 2003
- **London School of Law**
Law (A), Constitutional Law (B), Business Studies (C)
Completed in 1996
- **North London College**
City & Guilds 726 Information Technologies
Completed in 1990
- **Bullsmoor School**
GCSES
Completed in 1988

Key Skills

- ★ Leadership & Team Management
- ★ UX Design Expertise
- ★ Design System Expert
- ★ Product, Service & Interaction Design
- ★ Information Architecture
- ★ Wire-framing & Rapid prototyping
- ★ Accessibility & Usability
- ★ Innovative problem solver
- ★ Stakeholder Management
- ★ Strategic Thinker
- ★ Customer Advocate
- ★ Team Mentorship
- ★ Data Analysis Expert
- ★ W3C-compliant
- ★ CMS integration

Profile

As an accredited UX expert with over two decades of experience, endorsed by Nielsen Norman Group (NN/g), my forte lies in curating compelling digital experiences that seamlessly blend established best practices with innovative strategies. Proficient in crafting wireframes, designs, and user journeys, I effortlessly navigate the realm of UX. My integration of generative AI and cutting-edge technology ensures precision and continuous innovation.

At the forefront of industry trends, I align seamlessly with business needs, consistently exceeding customer expectations. Anchored in Scrum methodology, I ensure the timely delivery of high-quality results. My dedication to user-centric design, complemented by the infusion of AI, positions me as a valuable contributor to your team. I am poised to make a substantial and positively impactful contribution to your digital offerings.

Work Experience

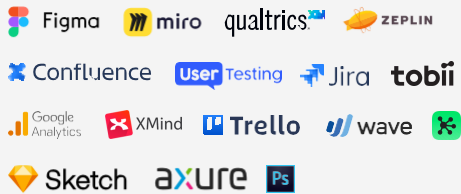
Carrefour UAE - Senior Manager UX Design and Strategy September 2021 – Current

- Establish a dynamic UX team, specialising in Design, Research, and Visual artefacts, to elevate customer interactions.
- Develop and document a Design Strategy and DesignOps processes to enhance UX design practice maturity, ensuring consistent, standardized, and impactful design execution.
- Propel team OKRs to foster seamless goal alignment, transparency, heightened focus, and increased employee engagement.
- Conduct immersive design thinking workshops and sprints to drive continuous improvements in user experiences.
- Strategically collaborate with internal and external stakeholders to capture precise business needs and objectives, ensuring a customer-centric approach.
- Formulate and execute customer-centric UX strategy for Carrefour across MENA, dedicated to ensuring business success.
- Cultivate collaboration and ideation across teams (strategy, product, engineers, marketing) to deliver customer-driven solutions.
- Apply UX best practices to enrich user experiences through a design system aligned with industry standards, incorporating a tailored design language and "tone of voice" for a customer-centric approach.
- Champion a design culture emphasising trust, accountability, and governance, ensuring a customer-centric approach.
- Develop streamlined processes and perform thorough heuristic evaluations for all Carrefour in-house and customer-facing products, ensuring an enhanced experience tailored to our valued customers.
- Hired, trained, and retained high-performing talent, contributing to team success and organizational growth.

Roads and Transport Authority - Lead Senior UX practitioner July 2015 – September 2021

- Strategic UX Leadership, devised and executed the UX strategy for RTA apps and websites, aligning design initiatives with overarching business goals.
- Executive Collaboration, engaged with Senior Management, providing insights on strategy and processes to ensure alignment with organizational objectives.
- Chatbot & Kiosk Strategy, designed, structured, and created conversational artefacts for Chatbot interactions, enhancing user engagement and satisfaction.
- Created and documented comprehensive UX processes and methodologies to streamline workflows and ensure consistency.
- Developed guidelines, standards, and governance to enforce uniformity, ensuring all parties adhere to established UX principles.
- Orchestrated the formalization of all UX artefacts, from research to wireframes and user journeys, for comprehensive assessments.
- Collaborated with design, product, and engineering teams, ensuring adherence to UX processes and strategies throughout project lifecycles.
- Provided expert advice and assistance to brand and customer experience teams, contributing valuable insights on UX matters to enhance overall customer satisfaction.

Software proficient



- **Figma** Expert
- **Miro** (Expert)
- **Sketch** (Expert)
- **Axure** (Expert)
- **Zeplin** (Intermediate)
- **Google Analytics** (Intermediate)
- **OmniGraffle** (Intermediate)
- **Balsamiq** (Intermediate)
- **PhotoShop** (Intermediate)
- **UserTesting** (Intermediate)
- **Marvel/InDesign** (Expert)
- **IDE Sublime/Dreamweaver** (Expert)
- **Spring/Eclipse** (Intermediate)
- **Trello/JIRA/Basecamp** (Intermediate)
- **Qualtrics** (Intermediate)
- **Xmind** (Intermediate)
- **Tobii** (Intermediate)

Certifications

- **UX Certification**
NN/g
Completed in 2020
- **Design Thinking**
IBM
Completed in 2020
- **ScrumMaster**
Norwegian Cruise Line
Completed in 2006
- **Master CIW Designer**
Sports.com
Completed in 2001
- **Web Master (Ms)**
Sports.com
Completed in 2000
- **Microsoft Certification**
PremierIT
Completed in 2000

SkyNews Arabia - Senior lead UX/UI practitioner

October 2013 – June 2015 (contract)

- Collaborate closely with the business to understand and gather requirements, creating user personas, flows, and journeys.
- Facilitate brainstorming sessions with the team to ensure the development of optimal user journeys and flows.
- Provide advice and assistance to management in strategic decision-making for the future development of both web and mobile applications.
- Lead Research, Strategy, and Development teams on web and mobile projects, leveraging technologies like AngularJS, JSP, and the latest advancements.
- Participate in discussions with team members to share insights on technical best practices and assist in identifying optimal technical solutions.
- Implement agile methodology and scrum development, instilling best practices into the development process for efficient project execution.

Barclays - Lead UX/UI practitioner

October 2012 – September 2013 (contract)

- Conduct brainstorming sessions for app/web strategy and advise on future development.
- Convert business needs into user stories/journeys for both internal and 3rd party teams.
- Apply expertise to lead UX/UI/Design teams in crafting high-fidelity designs and prototypes for testing on various devices, integrating user testing findings for continuous improvement.
- Analyze business department needs, requirements, and project deadlines.
- Facilitate meetings with 3rd party vendors, create a 'statement of works' and agree on SLAs.

Deutsche Bank - User Experience/Interaction Lead

March 2012 – October 2012

- Collaborate closely with business stakeholders to understand their business needs and align them with user requirements for digital solutions.
- Create and enhance trading apps to elevate user experience, contributing to thoughtful design and strategic planning.
- Led UI/UX teams in the development of new applications, ensuring alignment with business goals, and oversee 3rd party teams to deliver agreed applications.
- Develop and enforce service level agreements, presenting key findings to business managers to maintain a customer-centric approach.
- Engage with clients and content contributors to ensure UIs are developed in accordance with future content management needs, maintaining a customer-focused approach.

Financial Times - UX practitioner

October 2013 – June 2015 (contract)

- Build and guide the UX studio team, implementing UX practices, research, and crafting user journeys, wireframes, and prototypes for customer-centric results.
- Devise and manage UX processes, principles, and guidelines, ensuring strict adherence to agreed Service Level Agreements (SLAs) for a consistent and customer-friendly user experience.
- Transform user scenarios into wireframes and visual designs, integrating them into JSP files to ensure optimal performance, delivering seamless and captivating customer interactions.
- Collaborate effectively with offshore teams in Manila and the UK, ensuring the smooth integration of HTML/CSS/jQuery with eCommerce platforms and systems, enhancing the global customer experience.

LexisNexis - UX/Interface designer

September 2010 – March 2011 (contract)

- Develop conceptual models, process flows, navigational maps, wireframes, and prototypes from requirements,
- Design and build scalable user interfaces, incorporating UI and accessibility best practices to enhance the user experience and align with business goals.
- Create UX designs and prototypes that not only serve as design foundations but also provide valuable insights into business-critical personas and user journeys.
- Collaborate effectively with offshore teams (USA & Mumbai), ensuring seamless integration of HTML/CSS/JS and fostering a unified approach to design implementation.
- Conduct regular sessions with internal and external teams on a daily, weekly, and monthly basis to ensure unanimous agreement on a Statement of Work (SOW), promoting cohesive project execution.

UX design awards

- 2016-2020 “Best Government App”
- 2017 “World Government Summit” for Government App
- 2017 m-Government for Best App

Languages

- Native English Speaker
- Fluent Urdu Speaker

Nomura International Bank - UX/UI Designer

August 2009 – August 2010 (contract)

- Led and facilitated Research, Strategy, and Development teams for web and mobile projects, ensuring cohesive collaboration and effective project delivery.
- Designed and built scalable User Interfaces, incorporating UI and Accessibility best practices, prioritizing a customer-centric approach for enhanced user satisfaction.
- Collaborated with offshore teams in Mumbai and Tokyo, ensuring adherence to compliant coding standards and meeting project deadlines for a globally synchronized approach.
- Managed the integration of the corporate CMS (TeamSite) into bespoke applications, enhancing content management capabilities for improved user experiences.
- Engaged with 3rd party agencies, ensuring code, usability, and accessibility compliance with standards and SLAs, fostering a seamless partnership for quality outcomes.

Transport for London- UX/UI Designer

August 2008 – August 2009 (contract)

- Developed conceptual models, process flows, navigational maps, wireframes, and prototypes from requirements, ensuring a user-centric design approach.
- Led meetings to advise managers on improvements for the TfL website, ensuring continuous enhancement of user experience.
- Implemented W3C-compliant coding (XHTML, CSS, DHTML, ASP, ASP.NET, jQuery) on the TfL website, ensuring optimal accessibility and usability.
- Collaborated with the Agile applications team to develop integrated .NET code across dev, staging, and live environments, enhancing website functionality.
- Integrated TfL CMS (RedDot) into bespoke applications, providing support and training for content editors to maintain high-quality content.
- Maintained collaboration with 3rd party agencies, ensuring code, usability, and accessibility compliance with TfL standards and SLA's.

National Lottery - Lead UX/UI Developer

December 2007 – August 2008 (contract)

- Facilitate workshops with other stakeholders to ensure comprehensive understanding and alignment with all business requirements.
- Formulate, interview and build the UX team to collaboratively create the National Lottery website, tools and artefacts.
- Crafted prototypes for research testing, refining interfaces for optimal usability and enhancing overall user experience
- Mentor and lead the UX team to ensure the timely completion of solutions and components according to use cases during the build and test phases.
- Design and build scalable user interfaces with a focus on incorporating UI/Accessibility standards and best practices.
- Ensure cross-browser integrity to deliver a seamless and inclusive user experience

Interest and Hobbies

I am blessed with 2 beautiful daughters who always keep me “on my toes”, from going to the beach to engaging in horse riding/shows.

My sporting interests include Football, Squash and Cricket. I have been on the winning end of many amateur and semi-pro football tournaments on many occasions as captain of a 5-a-side team for two years.

I have helped arrange fundraising events for many organisations such as Cancer Research, Childline and the NSPCC and more resident events.

References

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