



Rahim Haji

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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
- Design Information Architecture
- Wireframing & Rapid prototyping
- Accessibility & Usability
- Innovative problem solver
- Stakeholder management
- Strategic Thinker,
- Customer Advocate
- Team Mentorship
- Data Analysis
- Expert W3C-compliant
- CMS integration

Executive Profile

I am a builder of experiences that create measurable value for customers and businesses. Product, CX, and digital transformation leader with 20+ years delivering scalable platforms across mobility, government, financial services, and retail. I shape product strategy end to end, aligning customer experience, technology, data, and operations to deliver clear commercial and customer outcomes in complex environments.

My approach combines UX foundations with strong product governance. I apply service design, Double Diamond, and design systems to ensure teams solve the right problem, accelerate time to market, and deliver consistent, high-quality experiences that scale.

Experienced working with government and enterprise stakeholders to modernise legacy ecosystems, introduce product operating models, and enable organisations to adopt AI and digital innovation in a structured, outcome focused way. Known for translating vision into customer centric platforms that deliver sustainable business impact.

Selected Leadership Outcomes

- Led national digital platforms serving millions of users across mobility, government, retail, and finance
- Established UX governance, DesignOps, and accessibility standards across complex, multi-vendor ecosystems
- Built and scaled multidisciplinary UX teams and operating models
- Delivered measurable improvements in adoption, service completion, and customer satisfaction
- Embedded design as a strategic capability aligned with organisational KPIs and transformation roadmaps

Professional Experience

Parkin – Chief Product Officer (Head of Digital)

April 2024 – March 2026

Mandate: Define and lead Parkin's enterprise experience strategy, driving UX, CX, service design, and innovation across all digital channels. Align end to end journeys with business outcomes, while establishing governance, scalable design systems, and data driven optimisation.

Experience Strategy and Governance

- Defined and operationalised a unified CX and digital product strategy aligned to corporate growth, regulatory compliance, and Smart City objectives
- Established UX, CX and Service Design as core organisational capabilities across mobile, web, business accounts, permits, subscriptions, and AI-enabled services
- Implemented design governance frameworks covering accessibility WCAG, data ethics, privacy by design, and omnichannel experience consistency
- Introduced structured problem definition and evidence-led decision-making using research, analytics, and behavioural insights
- Embedded design systems and reusable patterns to accelerate delivery, reduce inconsistency, and improve scalability across services

Platform and Service Transformation

- Led end-to-end design and delivery of Parkin omnichannel ecosystem across mobile apps and website, launching 50+ digital services within 6 months
- Designed B2B and B2C SaaS platforms supporting business accounts, fleet management, permits, subscriptions, and automated payments
- Reimagined complex customer journeys using service design methods, reducing friction and improving task success and completion rates
- Enabled barrierless and ticketless parking experiences leveraging ANPR, IoT, AI, and real time decisioning platforms
- Established omnichannel content governance ensuring consistent experience across app, web, chatbot, and partner integrations.

Organisation and Capability Building

- Built and led multidisciplinary UX, product, and innovation teams defining operating model, roles, KPIs, and agile delivery governance
- Introduced structured design lifecycle including discovery, validation, UX sign off, and post launch optimisation improving delivery quality
- Increased organisational UX maturity from delivery focused design to strategic experience capability influencing product and technology decisions
- Improved digital adoption and customer satisfaction across all services
- Positioned Parkin as a scalable, future-ready digital mobility platform

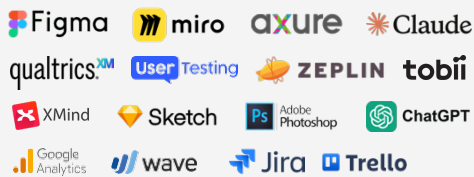
Awards

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

Languages

- Native English speaker
- Fluent Urdu speaker

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

Carrefour UAE - Senior Manager UX Design and Strategy

September 2021 – March 2024

Mandate: Establish UX as a strategic business function and elevate experience maturity across Carrefour’s digital ecosystem.

UX Strategy and Operating Model

- Built and led a multidisciplinary UX organisation covering research, interaction design, visual design, and service design
- Defined and implemented a comprehensive UX strategy aligned with business growth, omnichannel commerce, and customer loyalty objectives
- Introduced DesignOps frameworks, governance, and OKRs to improve delivery efficiency, quality, and transparency

Experience Consistency and Scale

- Designed and implemented enterprise design systems to ensure consistency across digital products and platforms
- Led heuristic evaluations, usability testing, and research programmes to drive continuous improvement across customer-facing and internal tools
- Embedded accessibility and usability best practices across all in-house digital products

Impact

- Improved UX maturity, design consistency, and stakeholder confidence
- Increased team engagement, clarity of purpose, and delivery quality
- Strengthened customer experience across key digital touchpoints

Roads and Transport Authority – Head of User Experience

July 2015 – Sep 2021

Mandate: Led UX strategy and governance across RTA digital platforms, advising senior leadership, establishing standards, and delivering award-winning government services across digital ecosystem

UX Strategy and Operating Model

- Defined and led the UX strategy across RTA’s digital ecosystem, aligning customer experience, service design, and interaction standards with organisational objectives and Smart Government initiatives
- Established a scalable UX operating model covering research, design, validation, and governance across multiple business units and delivery partners
- Introduced formal UX methodologies, standards, and artefact governance to ensure consistency, quality, and traceability across programmes

Experience Consistency and Scale

- Standardised end-to-end customer journeys across mobile apps, websites, kiosks, and conversational channels, ensuring seamless multi-channel experiences
- Led the definition of UX guidelines, design standards, and accessibility principles adopted across internal teams and third-party vendors
- Partnered with product, technology, brand, and customer experience teams to embed UX consistently throughout the delivery lifecycle

Impact

- Designed SaaS solutions for RTA and 3rd parties
- Contributed to the delivery of award-winning government digital services recognised at regional and international level
- Elevated UX maturity from ad-hoc delivery to a structured, organisation-wide capability
- Improved service usability, adoption, and customer satisfaction across key RTA digital channels
- Established a sustainable UX foundation that supported long-term digital transformation and future platform evolution

Interest & Hobbies

I am a proud father of two daughters who bring curiosity, perspective, and balance into my life. Time with them, whether at the beach or supporting their passion for painting, movies or horse riding, keeps me grounded and focused on what truly matters.

Sport has also played an important role in shaping my mindset. Through Padel, football, squash, and cricket, I have developed a strong appreciation for teamwork, discipline, resilience, and shared success. As a former 5-a-side football captain, I led teams to multiple amateur and semi-professional tournament wins, experiences that continue to influence how I collaborate and lead.

I am also committed to giving back through community and charitable initiatives, having supported fundraising efforts for organisations including Cancer Research, Childline, and the NSPCC. Creating positive impact beyond the workplace remains deeply important to me.

References

- **Amol Kadam**
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- **Khalil-Ur-Rehman Laghari**
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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.
- 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
- Convert business needs into user stories/journeys
- 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

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.

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.
- Collaborated with offshore teams in Mumbai and Tokyo, ensuring adherence to compliant coding standards and meeting global project deadlines
- Managed the integration of the corporate CMS (TeamSite).

Financial Times - UX practitioner

October 2013 – June 2014 (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

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.
- Implemented W3C-compliant coding (XHTML, CSS, DHTML, ASP, ASP.NET, jQuery) on the TfL website, ensuring optimal accessibility and usability.
- Integrated TfL CMS (RedDot) into bespoke applications, providing support and training for content editors to maintain high-quality content