
Imran Abbasi

Strategic Product Design Leader with over 18 years of experience across government, finance, and retail sectors. Proven track record in delivering innovative, user-centered solutions that drive measurable business results. Expert in agile methodologies, design thinking, and mentoring high-performing, cross-functional teams.



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London, United Kingdom

Experience

JAN 2022

CURRENT

PRODUCT DESIGN DIRECTOR


BrainLake Digital / PwC

Dubai, UAE

- Led product and UX design strategy across key client engagements in the MENA region, delivering user-centric solutions that transformed brands and achieved up to a 30% improvement in user satisfaction.
- Managed and mentored a team of 15+ designers, streamlining processes across global offices.
- Spearheaded design thinking initiatives, reshaping digital content strategies and customer experiences for clients in education, wealth management, and retail.
- Owned key pitches and actively contributed to new business development, securing multiple high-value accounts and contributing to significant revenue growth.

MAY 2021

JAN 2022



DESIGN TEAM LEAD (CONTRACT)

PricewaterhouseCoopers (PwC)

Dubai, UAE

- Spearheaded UX strategy and design execution for the digital transformation of Abu Dhabi Govt.'s TAMM platform (integrating AD Police, Customs, DED, Health Dept.).
- Played a pivotal role in enhancing government service efficiency, reducing process times by 40% through cross-agency collaboration and user-centered design improvements, contributing to a significant increase in citizen engagement.
- Managed and mentored senior designers, defining best practices for the AD Investment office platform design.

Competencies & Skills

Product Strategy & Leadership:

Product Vision & Roadmapping, Cross-functional Team Leadership (Teams 20+), Mentoring & Development, Stakeholder Management, Business Development, Digital Transformation Strategy. Proven ability to collaborate effectively with data science and engineering teams on integrating AI features (e.g., personalization, predictive assistance, conversational UI). Familiar with AI design tools and foundational AI/ML concepts.

Methodologies:

Design Thinking, Agile (Scrum), Lean Startup, User-Centered Design (UCD).

UX Research & Analysis:

User Research (Interviews, Surveys, Focus Groups, Field Studies), Usability Testing (Lab & Remote)

Design & Prototyping:

Information Architecture (IA), Interaction Design (IXD), Visual Design, Wireframing, Prototyping (Low/High Fidelity), User Flows, UI Design Systems, Design Thinking Workshops.

Technical Understanding:

HTML, CSS, JavaScript (enabling effective collaboration with development teams).

Experience (Continued)

ASSOCIATE DIRECTOR, UX Dubai, UAE

APR 2017
NOV 2019

WPP

Mirum Agency (WPP)

- Provided strategic UX leadership for the Dubai office, actively participating in business development and client relationship management.
- Directed and executed design, research, and testing for B2C/B2B products for high-profile clients, including Saudi Arabia's largest bank, Al-Rajhi (established first in-house usability lab).
- Mentored and guided a team of designers, ensuring alignment with business goals and user needs.
- Led UX for ALJ Toyota One Customer Experience (KSA) and Visa MENA Everyday Spend Program.

ASSOCIATE DIRECTOR, PRODUCT DESIGN London/NYC, UK/USA

MAY 2014
JAN 2016

HUGE

HUGE (InterPublic Group)

- Led User Experience teams across New York & London, driving innovation and customer experience strategy for key clients like JP Morgan Chase and Credit Suisse.
- Directed user research, product strategy, and UX execution for large-scale projects.
- Owned the Credit Suisse Digital Private Banking app account, leading research, strategy, UX design, and client workshops, resulting in a 35% boost in user engagement post-launch.
- Led discovery and design for JP Morgan Chase hospitality services and credit card rewards programs.
- Contributed to the UX revamp of the Mayors Against Illegal Guns website (EveryTown).

HEAD OF UX NYC /London/Italy

MAR 2010
JAN 2014

USABLENET

- Established and led cross-functional UX & Strategy teams in London and New York (grew NY team from 5 to 26).
- Developed and implemented UCD principles and omni-channel digital strategies, securing and managing long-term accounts like M&S, Tesco, Target, ASOS, John Lewis, Home Depot.
- Led UX design and strategy for numerous successful mobile web and app projects for major retail clients.

DESIGN @ VARIOUS London

2006 -
2009

- ROLES PRIOR TO 2009 AVAILABLE UPON REQUEST OR ON LINKEDIN

Education

B.Sc Computer Science (Full Scholarship)
Attended London Metropolitan University (2002-2005)