

RAHUL HAREENDRAN

PRODUCT DESIGNER / USER EXPERIENCE DESIGNER

✉ rahulmax@gmail.com

☎ +91 9686699669

🌐 rahulmax.com



I'm Rahul, a product designer with **12+ years** experience. I solve problems that affect people, by designing and creating products that make an impact. My core strengths are **user experience design, UI Design & Front-end engineering**.

I think the big picture, empathize with the user and get hands-on with the codebase. Deep user empathy, getting things done and versatility are my greatest virtues.

My process involves lean UX design practices based on user centric design, focused on my clients' business goals and the user needs. I research, document, prototype, test, iterate, design and deliver. More about my design process: rahulmax.com/my-process

I currently work at **ila Bank** in Bahrain, where I create delightful experiences for our **60,000+** banking customers. We won **Seamless** Best Banking Experience award, **Transform MEA** award and have a rating of **4.7 / 5** on Apple and Android app stores.

KEY SKILLS



Human-centred Design



User Research



High Fidelity Prototyping



Responsive Design



Front-end Engineering



Usability Testing

EXPERIENCE

ila Bank Principal UX/UI Architect

ilabank.com

Dec 2019 → Present

Built the entire UX, UI and DSM for the ilabank banking app ecosystem and built a design team, process and workflow from ground up. go.rahulmax.com/ilabank

- Created UX for a fully digital onboarding in < 5 mins.
- Built UX for credit cards, savings, transfers, accounts and card dashboards
- Built personalized savings products such as Jamiyah, Hassala, fixed term deposits etc.

Credit Cards

go.rahulmax.com/cards

Term Deposits

go.rahulmax.com/deposits

Community Savings

go.rahulmax.com/jamiyah

EXPERIENCE

DH Anticounterfeit UX/UI Architect & Front-end lead May 2018 → Dec 2019
dhanticounterfeit.com

- Created UX for CaseMate, case management tool for brand protection
- Created the UI and DSM for Casemate dhanticounterfeit.com/solutions
- Created a new front-end framework for Casemate

StillVibes Co-founder Apr 2018 → Ongoing
stillvibes.com

- Designing, developing, and prototyping a consumer wearable device
- Finalist for IIT-Bombay's Ten Minute Million, Luxembourg's Fit4Start, and Queensland's HotDesQ programs

Consulting UX/UI & Front-end Lead May 2017 → Apr 2018
screenroot.com / synergylabs.in / fuzzie.com.sg

- UX for banking and fintech for ICICI Bank, HDFC Bank & Edelweiss edelweiss.in
- UX/UI for Fuzzie, a gifting and rewards app fuzzie.com.sg
- Design for products such as SleepX Mattress, Karix Mobile sleepx.com

BigBinary UX/UI & Front-end Lead Aug 2014 → May 2017
bigbinary.com

- Created a custom front-end responsive framework for the compliance manager solution, AAPC Healthicity healthicity.com
- Redesigned UX for elderly care management app, CareGeneral caregeneral.com
- UX, Visual Design and front-end for NumberF numberf.com
- Built UI and Front-end for the Real estate agent platform, AgentInbox agentinbox.com
- Built UI and Front-end for UL.com's Markshub, Go, Verify ul.com
- Built UX, UI and Front-end for smart car tracking app, AutoBrain autobrain.com
- UX/UI/Front-end development DataScale, Rooster, TextBehind etc.

CASE STUDIES

- NumberF - bigbinary.com/case_studies/numberf
- CareGeneral - bigbinary.com/case_studies/caregeneral
- Healthicity - bigbinary.com/case_studies/healthicity

EXPERIENCE

Bang the Table UX Designer, UI & Front-end Lead
bangthetable.com

May 2010 → July 2014

- Designed the entire EngagementHQ’s UX, UI and Front-end [engagmenthq.com](#)
- Built a front-end theming framework for EHQ
- Designed experiences for 12 major EHQ rebrands for State Governments
- Responsible for AA certification for EHQ from Vision Australia

Beehively Front-end & UX/UI Designer
beehively.com

Aug 2008 → May 2010

- Visual Design and Front-end for Beehively - [beehively.com](#)
- Responsible for accessibility AA certification for Beehively
- Built UI and Front-end for Insightify - [insightify.com](#)

EDUCATION

Government Engineering College, Thrissur 2002—2006
BTech, Computer Science & Engineering

Coursera HCI 2013
Human Computer Interaction (HCI)

REFERENCES

Kishan Sunder Senior Vice President ila Bank	Neeraj Singh Founder / CEO BigBinary	JoAnn Ponce Co-Founder / Advisor StillVibes
Niket Patel Director Beehively	Karthik Reddy CTO / Director Bang the Table	Unnikrishnan KP CTO Fuzzie