

Rahul Hareendran

Principal Product & UX Designer

Experienced product and user experience designer with over 15 years of creating design-driven, data-backed solutions that align user needs with business goals. Focused on Lean UX practices, delivering impactful user-centric designs that drive measurable outcomes.

EXPERIENCE

HFA Research - Principal Product Design Consultant

El Cerrito, CA (Remote) • 11/2022 – Present

- Created product strategy, designed and developed the user experience for a [dashboard](#) to visualize blockchain ecosystem transactions and money flow, used by 5000+ DeFi analysts.

Kloudspot - Principal Product Design Consultant

Bangalore, India • 03/2023 - 11/2023

- Designed UX and UI for [digital twin](#) and [predictive analytics platforms](#) for 8+ clients.
- Spearheaded the creation of a custom design framework by collaborating with multiple teams for creating digital twins, leading to 110% new projects signed and 3X reduction in production time.

MetroBank, UK - Principal Product Designer

London, United Kingdom • 07/2021 - 10/2022

- Designed the UX for commercial banking and reduced support call volumes by 17%. Rectified customer pain points by redesigning user journeys & information architecture.
- Improved customer onboarding decline rate by 21% by [enhancing onboarding UX](#).

Ila Bank, Bahrain - Principal Product Designer

Capital Governorate, Bahrain • 12/2019 - 06/2021

- Created [delightful UX and UI](#) that won 10+ awards including Red Dot Award, Global Finance Middle East's Best UX Design, Seamless' Best Banking UX award, and Transform MEA award.
- Implemented UX for fully digital onboarding for domestic and international citizens
- Created UX and UI for [banking products](#) such as [credit cards](#), [term deposits](#), [savings accounts](#), international transfers, card management and offers.
- Established a design processes, an end-to-end design system and led a design team of 8 designers.

DH Anticounterfeit - Lead Product Designer

Halmstad, Sweden • 05/2018 - 12/2019

- Designed the user experience and UI for [case management suite for brand protection](#) used by 60+ clients such as Daimler, Volkswagen, PVH, LVMH, Sony & Superdry.
- Collaborated with business and product teams to build the [insights engine](#) and increased website take-downs by 40% and marketplace listing take-downs by 34%.

Consulting - Lead Product Designer

Bangalore, India • 05/2017 - 04/2018

- Redesigned UX and UI for [ICICI Bank's banking app](#) and improved app-store ratings from 4.1 to 4.6 within 3 months of launch.
- Redesigned the UX and UI for [HDFC Bank car loans](#), reducing abandonment rate by 16%.

BigBinary - Staff Product Designer

Miami, FL (Remote) • 08/2014 - 05/2017

- Implemented User experience UI for AAPC's compliance manager solution, [Healthicity](#) which involves 10 key tools for compliance management in healthcare.

Granicus - Staff Product Designer / Lead Front-end Engineer

Melbourne, Australia (Remote) • 05/2010 - 07/2014

- Redesigned UX, UI for our [engagement platform](#) used by Australian government and city councils which increased engagement by 25%.
- Implemented a front-end framework to enable fast turnaround time for multiple projects.

Beehively - Staff UI Designer / Front-end Engineer

Ahmedabad, India • 08/2008 - 04/2010

- Designed UI/UX and Front-end framework for [school management software](#), connecting parents, teachers, and students of 100+ public and private schools in U.S.

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Bangalore, India

SKILLS

Hard Skills

Product Design, User Experience Research, Product Strategy, Competitor Analysis, Strategic Planning, Stakeholder Interviews, User Interface Design, Interaction Design, Information Architecture, Design Systems, Wireframing, Rapid Prototyping, Usability Testing, A/B Testing, User Interviews, Thematic Analysis, User Journey Mapping, Heuristic Analysis, Contextual Inquiries, Analytics Review, Agile Methodologies, HTML, CSS, JS, Front-end Engineering

Technical Skills

Figma, Sketch, Adobe XD, Miro, Invision, Maze, Google Analytics, PowerBI, Lookback, UserTesting, Mouseflow, Userpilot, UXCam, Spline, Blender, Protopie

EDUCATION

B Tech - Computer Science

Government Engineering College, Thrissur, India

Human-Computer Interaction, UC San Diego

Coursera, online