

Rahul Hareendran

Product Designer & User Experience Architect

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Experience

MetroBank, UK

July 2021 → Present
London, United Kingdom

Principal Product Design Consultant

- Designed UX for commercial banking, reduced support call volumes by 17%, rectifying major customer pain points by redesigning key user journeys and information architecture
- Improved business origination and customer onboarding decline rate by 21% by enhancing onboarding user experience

ila Bank

Dec 2019 → June 2021
Manama, Bahrain

Principal User Experience Architect

- Established and guided a design team of 8+ designers, managed 5+ design agencies and creators, and implemented the UX design process for ila Bank's digital banking platform
- Created delightful experiences that won 10+ awards including Global Finance Middle East's Best UX Design, Seamless' Best Banking Experience award, and Transform MEA award
- Implemented UX for a fully digital onboarding in less than 5 mins
- Designed user experience for personal savings products which increased average funding per customer by 7% and accrued USD 15 million+ in deposits within the first month of launch

DH Anticounterfeit

May 2018 → Dec 2019
Halmstad, Sweden

User Experience Architect

- Created UX for CaseMate, for brand protection used by 60+ clients such as Daimler, Volkswagen, PVH, Sony & Superdry
- Built the insights engine and increased website take-downs by 40% and marketplace listing take-downs by 34%

Consulting

May 2017 → Apr 2018
Bangalore, India

Lead Product Designer

- Built UX and UI for ICICI Bank's banking app. Improved the app store ratings to 4.6/5 from 4.1/5 in 3 months of launch
- Overhauled UX and UI for HDFC Bank car loans, decreasing the drop-off/abandonment rate by 9%

BigBinary

Aug 2014 → May 2017
Miami, FL / Remote

Lead Product Designer

- Implemented UX, and UI for the compliance manager solution, AAPC Healthicity involving 10 key tools for compliance
- Implemented UI and Front-end for UL Solutions' Markshub, UL Go, and UL Verify, servicing more than 1,500 standards

Bang the Table (Granicus)

May 2010 → July 2014
Melbourne, Australia
/ Remote

Lead UI/UX & Front-end Designer

- Designed UX, UI for EngagementHQ which increased engagement by 28% across tools like Q&A, forums and surveys
- Implemented a front-end branding framework, which enabled quick theme turnaround time from 8 weeks to 2 weeks
- Designed experiences for 12 major EHQ re-brands for State Governments and councils in Australia
- Revamped EngagementHQ platform for accessibility and received WCAG 2.1 AA certification from Vision Australia

Beehively

Aug 2008 → Apr 2010
Ahmedabad, India

UI/UX & Front-end Designer

- Designed UI/UX and Front-end framework for school management software, Beehively connecting parents, teachers, and students of 100+ public and private schools in the US

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 Management, Wireframing, Rapid Prototyping, Usability Testing, A/B Testing, User Interviews, Thematic Analysis, User Journey Mapping, Heuristic Analysis, Contextual Inquiries, Analytics Review, Agile Methodologies, Workshops

Tech Skills

Figma, Sketch, Adobe XD, Miro, Invision, Maze, Google Analytics, PowerBI, Lookback, UserTesting, Hotjar, Clicktale, UXCam

Education

B Tech - Computer Science

Aug 2002 → Jun 2006

Government Engineering College, Thrissur, India

Human-Computer Interaction, UC San Diego

Aug 2013 → Jan 2014

Coursera, Online

Mentoring

Bangalore UX

Reviewed 40+ UX students
FORGE Portfolio review, 2018, 2019