Rahul Hareendran

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Product designer and User Experience Architect with 14+ years' experience. Proven experience building UX design processes, design teams and design systems to create impactful products, for global banks and Fintech companies such as MetroBank UK, ila Bank (Bahrain) and ICICI Bank (India). Follows user centered design and lean UX practices, focused on business goals and user needs. Read more about the design process here.

WORK EXPERIENCE

MetroBank UK • London, United Kingdom
Principal Product Design Consultant • July 2021 - Present
- Designed UX for commercial banking, reducing call volumes by 17%, by revamping user journeys and information architecture
- Improved business origination and customer onboarding decline rate by 21% by enhancing onboarding UX
- Created seamless and delightful user experiences for Metrobank's banking products catering to 2.6 million customers

ila Bank • Manama, Bahrain
Principal UX Architect • December 2019 - June 2021
- Established and guided a design team of 8+ designers and implemented UX process for ila Bank's banking platform
- Created experiences that won 10+ awards including Global Finance Middle East's Best UX Design, Best Banking Experience in the MENA region, Seamless' Best Banking Experience award, Transform MEA award, and Gartner Eye on Innovation Award
- Implemented UX for a fully digital onboarding in less than 5 minutes, improved from Backbase MVP's >11 minutes
- Designed personal savings products which increased average funding per customer by 7%
- Created UX and UI for fixed term deposits which accrued USD 15 million+ in deposits within the first month of launch

DH Anticounterfeit • Halmstad, Sweden
User Experience Architect • May 2018 – December 2019
- 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 takedowns by 40% and marketplace listing take-downs by 34%
- Developed the UI, Design System and component library for Casemate Origo

ScreenRoot / Synergy Labs / Fuzzie, Singapore • Banking & Fintech Consulting
Product Design Specialist • May 2017 - April 2018
- 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%
- Conceived a delightful UX/UI for Fuzzie, a gifting and rewards app catering to 20,000+ users

BigBinary • Miami, FL / Remote
Lead Product Designer • August 2014 → May 2017
- Implemented UX, UI for the compliance manager solution, AAPC Healthicity involving 10 key tools for compliance
- Built UI and Front-end for the Real estate agent platform, AgentInbox (Acquired by MLS Aligned) used by 20,000+ agents
- Conceived UI and Front-end for UL's Markshub, Go and Verify for more than 1,500 standards appearing on billions of products
- Built UX, UI and Front-end for smart car tracking app, AutoBrain to help make driving safer

Bang the Table (Granicus) • Melbourne, Australia / Bangalore, India / Remote
Lead UI/UX & Front-end Designer • May 2010 → July 2014
- Designed UX, UI for EngagementHQ which increased engagement by 28% across tools like Q&A, forums and surveys
- Implemented a front-end branding framework for EHQ, which enabled quick theme turnaround time from 8 weeks to 2 weeks
- Designed experiences for 12 major EHQ re-brands for State Governments in Australia
- Revamped EngagementHQ platform for accessibility and received WCAG 2.1 AA certification from Vision Australia

Beehively • Ahmedabad, India
UI/UX Designer • August 2008 → April 2010
- Designed UI/UX and Front-end framework for school management software, Beehively catering to 100+ schools in the US
- Built UI and Front-end for Insightify, a survey designer tool

EDUCATION

Government Engineering College, Thrissur • Thrissur, India
Btech in Computer Science & Engineering

SKILLS

Key Skills: Product Design, UX Research, UI Design, Interaction Design, Information Architecture, Design Systems
Methods: Wireframing, Prototyping, Usability Testing, User Interviews, Thematic Analysis, User Journey Maps
Tools: Figma, Sketch, Adobe XD, Miro, Invision, Maze, Google Analytics, PowerBI, Lookback, UserTesting