

RAHUL HAREENDRAN

USER EXPERIENCE ARCHITECT

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I'm Rahul, a product designer and user experience architect 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** and **interaction design**.

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. Read more about [my design process here](#).

I currently work at [MetroBank in the UK](#), where I create delightful experiences for our personal and commercial banking customers.

Previously, I and the led the UX and setup the design team for [ila Bank in Bahrain](#). We won multiple awards for the best digital banking experience in the MENA region, including Seamless Best Banking Experience award, Transform MEA award, Gartner eye on innovation award and have a rating of **4.7 / 5** on app stores.

KEY SKILLS



Human-centred Design



User Research



High Fidelity Prototyping



Responsive UI Design



Wireframing & Rapid Prototyping



Usability Testing

EXPERIENCE

Principal UX/UI Architect — Metro Bank

[MetroBank](#) August 2021 → Present

- Created UX for Metrobank's insurance products such as Travel and pet insurances
- Working on creating an intuitive and delightful commercial banking user experience.

Principal UX/UI Architect — ila Bank

[ila Bank](#) Dec 2019 → August 2021

Built the entire UX, UI and DSM for the ilabank banking app ecosystem and built a design team, process and workflow from ground up. [View prototype](#)

- 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.

UX/UI Architect - DH Anticounterfeit

[DH Anticounterfeit](#) May 2018 → Dec 2019

- 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

UX/UI Specialist – Banking & Fintech, Consulting

[ScreenRoot](#) / [Synergy Labs](#) / [Fuzzie](#) May 2017 → Apr 2018

- UX for ICICI Bank iOS and Android App, iMobile (Rating: 4.4/5)
- UX for HDFC Bank car loans
- UX for trading and investment app, [Edelweiss](#)
- UX/UI for [Fuzzie](#), a gifting and rewards app
- Design for products such as [SleepX Mattress](#)

Lead Product Designer – BigBinary

[BigBinary.com](#) Aug 2014 → May 2017

- Created UX, UI and custom front-end framework for the compliance manager solution, AAPC [Healthicity](#)
- Redesigned UX for elderly care management app, [CareGeneral](#)
- UX, Visual Design and front-end for [NumberF](#)
- Built UI and Front-end for the Real estate agent platform, [AgentInbox](#)
- Built UI and Front-end for UL's [Markshub](#), Go, Verify
- Built UX, UI and Front-end for smart car tracking app, [AutoBrain](#)
- UX/UI/Front-end development [DataScale](#), [TextBehind](#) etc.

UX Designer, UI & Front-end Lead — Bang the Table

[BangtheTable.com](#) May 2010 → July 2014

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

Front-end & UX/UI Designer — Beehively

Beehively.com Aug 2008 → May 2010

- UI/UX and Front-end for school management software Beehively
- Responsible for accessibility AA certification for Beehively
- Built UI and Front-end for Insightify, a survey designer tool (defunct)

EDUCATION

Government Engineering College, Thrissur 2002—2006

BTech, Computer Science & Engineering

Coursera HCI — 2013

Human Computer Interaction (HCI)

REFERENCES

Kishan Sunder

Senior VP
Maveric Systems

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
