

UX/UI

Portfolio

rajan dehiri

My journey

and the skills and tools i've picked up along the way...

2018 - 2022

Mechanical Engineering

Master's of Engineering (MEng), University of Warwick

For my dissertation, I designed a walking frame to help less-abled people walk up and down stairs.

product design CAD data analysis



2018 - 2022

Graphic Designer

Freelance

Various graphic design work through uni and beyond such as web design, logo design, branding design + strategy, merchandise design.

brand design visual identity colour systems illustrative design

mood-boards requirement gathering services pricing



2022 - present

EY Studio+

Senior Consultant, Experience Designer

Delivered work for 10+ major clients across industries, shaped internal go to markets and supported a contributed to winning new business.

hi-fi wireframes low-fi wireframes prototyping service blueprints

user journey user testing workshops personas product visioning agile

project management cross-functional collaboration business analysis



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RajanDehiri

Highlights

Index

01 Bid Manager

A system to manage the bid process powered by AI Agents

02 APM

A tool to track and manage asset performance

03 Logos & Branding

A collection of works as a freelancer

01

DESIGNED AN AI-DRIVEN USER EXPERIENCE TO EMBED INTELLIGENCE INTO THE BID MANAGEMENT PROCESS

The dashboard is designed to provide a quick overview of key performance metrics and upcoming tasks. The 'Today's Focus' section highlights critical opportunities and tasks. The 'What's New' section keeps the user updated on recent activity within their workspace. The 'My Progress' section provides a visual representation of current performance levels across financial performance, progress, and team utilization. The main summary section offers a high-level view of engagement and opportunity status.



Research

Problem

Large teams manage hundreds of proposals each year, relying on dispersed data and manual coordination. The challenge was to explore how AI could streamline knowledge reuse and consistency across bids and engagements.

Solution

An AI powered platform that guides users through the bid process and engagement lifecycle.

My role

PERSONAS → BLUEPRINT → DESIGN → PROTOTYPE

As the Experience Designer, I shaped the end-to-end journey from research to prototype. I began by developing user personas through interviews with cross-functional teams to understand their goals and challenges in the bid process. Using these insights, I mapped the service blueprint to identify inefficiencies and opportunities for intelligent automation. I then translated this into early sketches and wireframes, refining them through feedback sessions with stakeholders. Finally, I designed and built high-fidelity Figma prototypes, demonstrating how digital assistants and foundational agents could orchestrate background tasks and guide users through each stage of a bid.

User Personas



Name: Ashleigh Franklin

Role: Opportunity Partner

Goals: Revenue growth, client relationship management

Ashleigh drives business development by nurturing client relationships and winning competitive bids. She aligns pursuits with firm strategy, deepens client insight, sharpens proposal differentiation, and coordinates cross-functional teams to secure high-value, compliant work. Market-aware and collaborative, she seeks timely insights, clear compliance guidance, and tools to prioritise opportunities and showcase the firm's unique value amid rapid market change and regulatory complexity.



Name: Dawid Herman

Role: Pursuit Lead

Goal: Successful Bid delivery



Name: Jodie McPherson

Role: QRM Manager

Goal: Compliance + QA



Name: Chad Giles

Role: Pursuit Strategist

Goal: Competitive positioning



Name: Sally Mclean

Role: Question Owner

Goal: Content accuracy



Name: Daisy Kerr

Role: Bid PM

Goal: Process efficiency



Name: Jamie Hugh

Role: Question Reviewer

Goals: Proposal quality



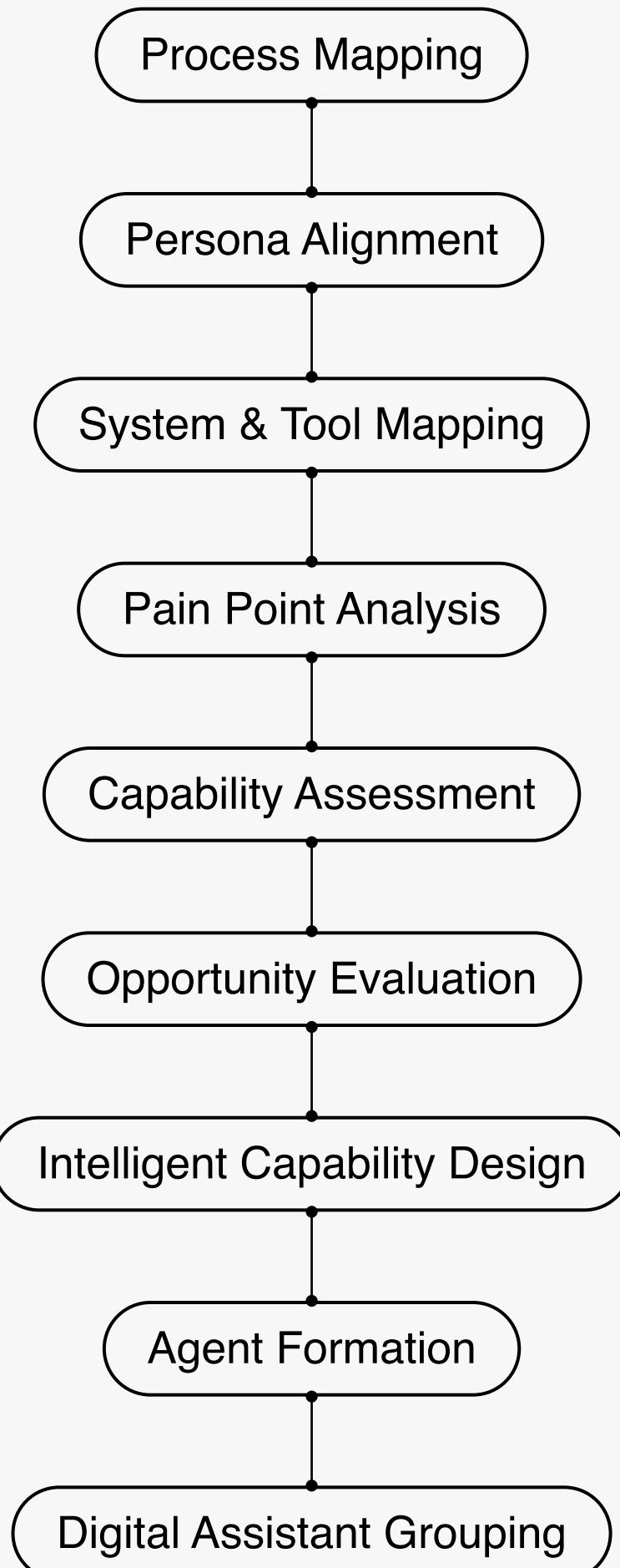
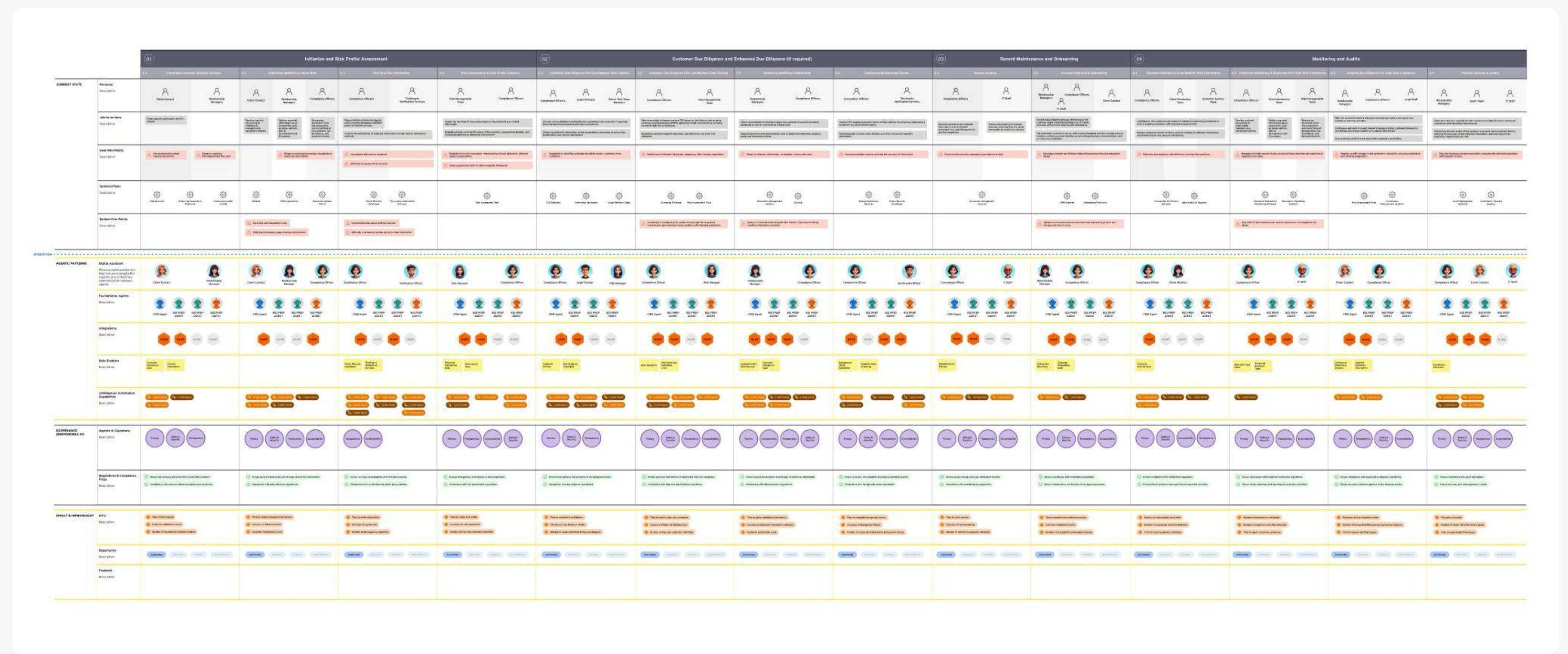
Name: Charlotte Brickson

Role: Commercial Lead

Goal: Pricing accuracy

Service Blueprint & Agent Mapping Process

This blueprinting exercise mapped the end-to-end process to understand how users, systems, and capabilities interact at each stage. By uncovering pain points and identifying opportunities for improvement, it provided a clear view of where automation and intelligence could add value. The insights were then used to shape a future-state agentic AI blueprint, translating core capabilities into intelligent agents and digital assistants — setting the foundation for the next phase of design and implementation.



Wireframes & Mockups

The product enables all members of the team to exercise their skills, guided by their digital assistant, empowered by intelligence.

This image displays a dark-themed user interface for a professional services management system, likely EY, showing various dashboards and task management features.

Top Navigation: Shows user profiles for Ashleigh Franklin, Dawid Herman, Adil Mata, and Aamir Randolph, each with a small profile picture and their names and email addresses.

Left Sidebar: Labeled "Workspace" under "HMRC". It includes sections for "Overview", "Qualify", "Team", "Task", "Timeline", "ORM", "Pricing Plan", and "Files".

Middle Left Panel: Displays "Scoring" and "Opportunity Fit" matrices. The "Scoring" matrix shows confidence scores for initial screening, strategic alignment, independence, capacity, and client rating. The "Opportunity Fit" matrix shows confidence scores for client priority, sector growth alignment, deal size, and new market potential, all resulting in a total confidence score of 87%.

Middle Left Panel (Continued): Shows "Open Engagements" (4), "Open Opportunities" (10), and "Backlog Tasks" (20). It also includes "Today's Focus" (Network Rail Digital Transformation Opportunity due today), "What's New" (recent activity from Nikita Little, Chad Giles, and Allah Lane), and "My Progress" (Health Score 82, with 50% In Progress, 5% Risk, 20% Pending, and 25% Completed).

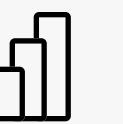
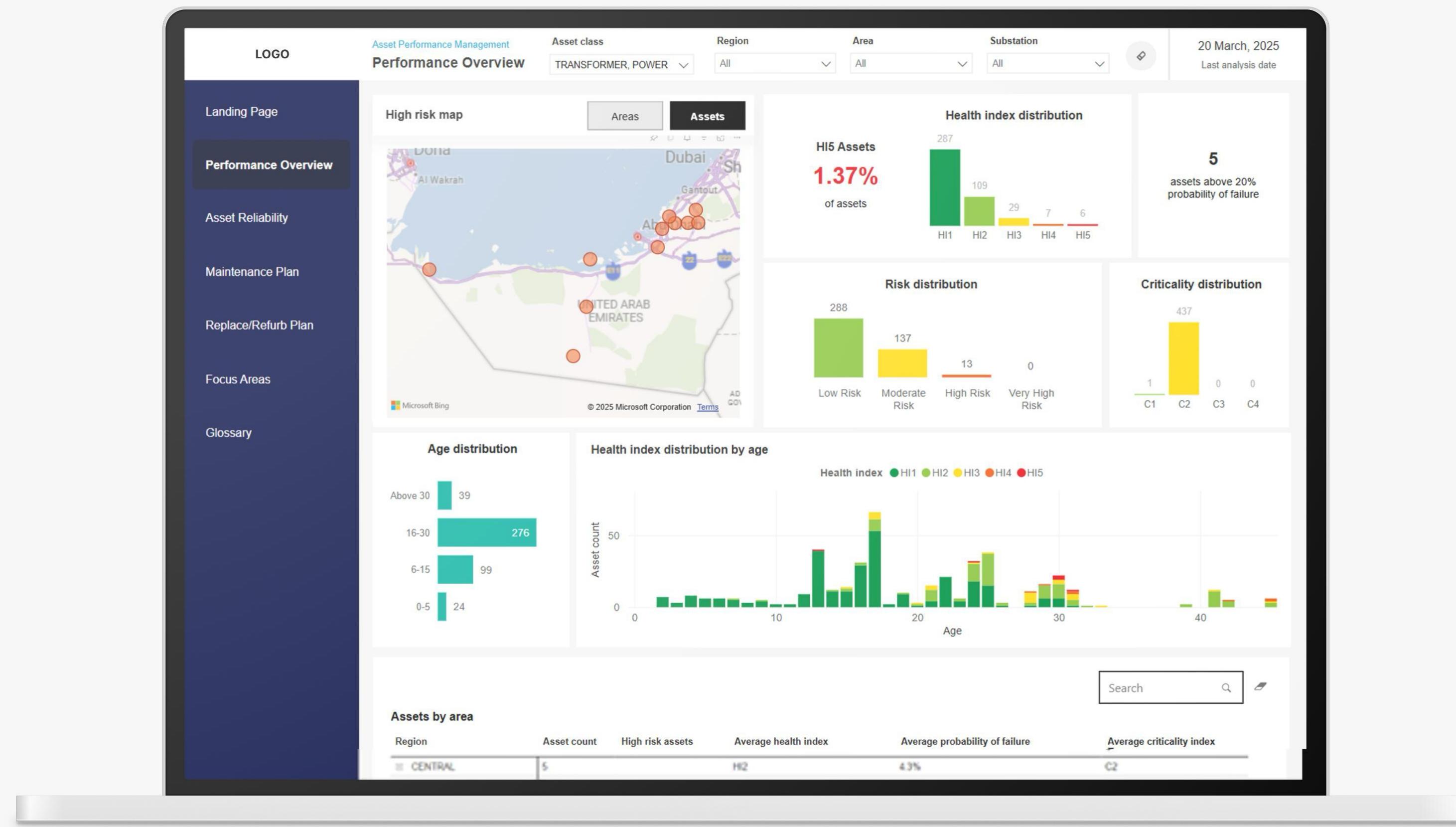
Middle Left Panel (Continued): Shows "Client Opportunity" progress bars for three clients, all marked as "On Track".

Right Side Panels:

- Task Manager:** Shows tasks assigned to Jodie McPherson, including "Create queued activity/holding code" (High Priority, 50% completed), "Set up engagement/control file" (High Priority, 10% completed), and "Populate & manage EL workflow tools" (High Priority, 0% completed). It also shows overall performance metrics: In Progress (20%), Risk (5%), Pending (20%), and Completed (25%).
- Welcome, Jodie:** Shows a task titled "HMRC: Create queued activity/holding code" (High Priority) assigned to Dawid Herman. It includes an "Attention" note: "Dawid has set this as high priority. So I recommend you to start this today, as it is due tomorrow at 11 am UKT. It will approximately take you around 1 hour to complete." It also shows "Opportunity Overview" and "Task Overview" sections.

02

DESIGNED AN ASSET PERFORMANCE MANAGEMENT TOOL FOR A MIDDLE-EASTERN ENERGY COMPANY



Research

Problem

The Asset Management teams relied heavily on manual processes, scattered systems and excel spreadsheets to track asset health. This made it difficult to identify root causes, forecast failures, and manage CAPEX and OPEX effectively.

Solution

A centralised APM dashboard that surfaces real-time health scores, predictive insights, and drill-down capabilities. This enabled faster root cause identification, better forecasting, and more strategic allocation of CAPEX and OPEX resources.

My role

RESEARCH → DESIGN → PROTOTYPE → BUILD → ITERATE

As the User Experience Designer, I led the end-to-end UX process from research to delivery. Began by conducting user interviews with multiple stakeholder groups to identify key pain points and information needs. Using these insights, created early wireframes to prioritise relevant asset insights and visual hierarchy. Developed interactive prototypes in Figma and ran iterative testing rounds to refine usability and experience flow. Following design sign-off, built the dashboard in Power BI while working on-site in Abu Dhabi, collaborating closely with stakeholders and data teams to deliver an insight-led, functional MVP.

User Personas



Role: Executive Leadership

Tasks: Performance overview, strategic oversight

Pains: Data overload, limited actionable insights

Goals: Informed investment, network reliability, org. efficiency



Role: Asset Performance Manager

Tasks: Performance monitoring, scenario analysis

Pains: Difficulty prioritising investments, delayed insights

Goals: Revenue growth, client relationship management



Role: Maintenance Planner

Tasks: Maintenance scheduling, asset condition tracking

Pains: Resource planning, manual data entry

Goals: Efficient planning, reduced downtime, improved coordination



Role: Asset Performance Analyst

Tasks: Data collection, KPI reporting, performance diagnostics

Pains: Manual data extraction, time-consuming analysis

Goals: Centralised insights, streamlined reporting



Role: Operations Planner

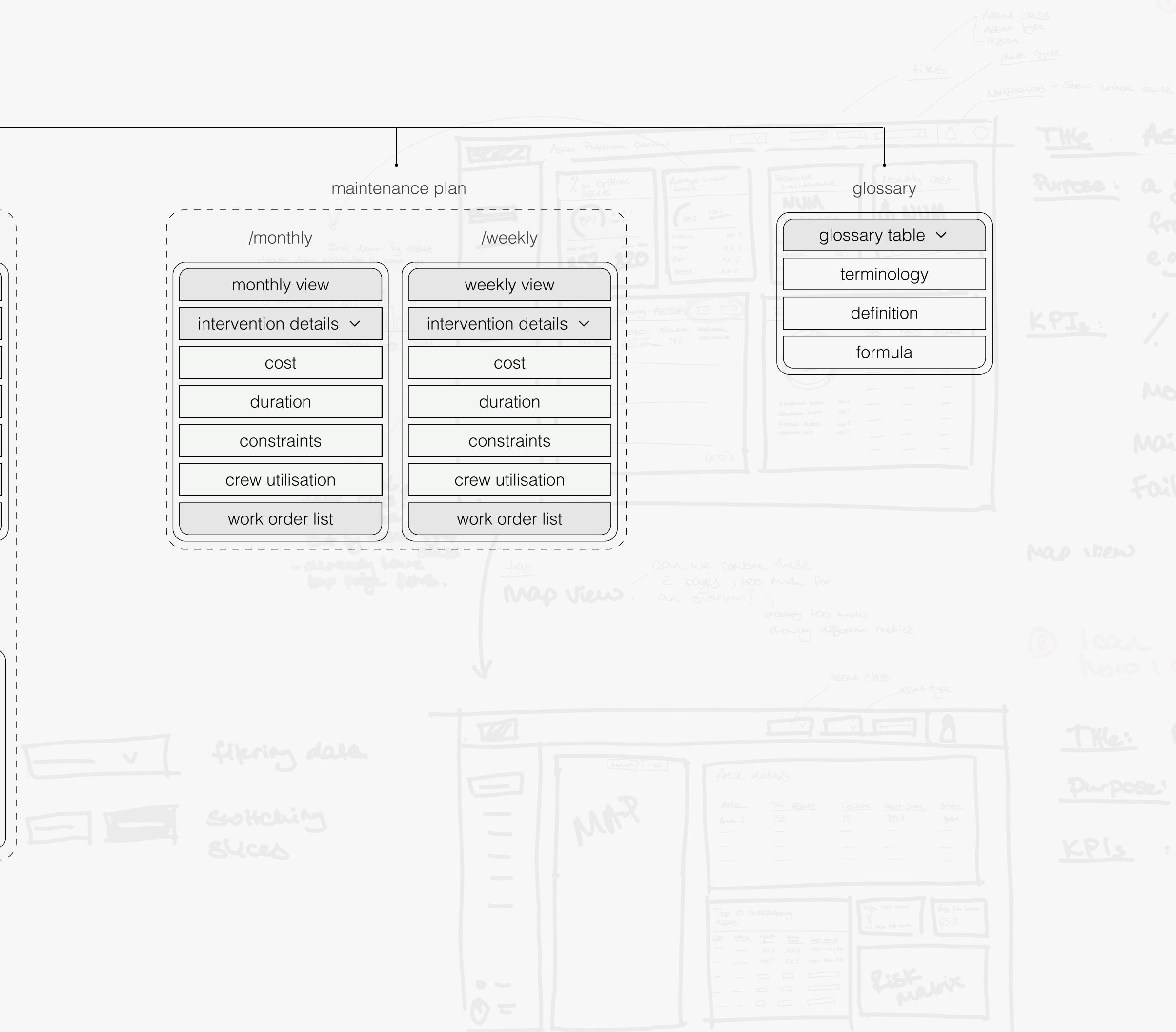
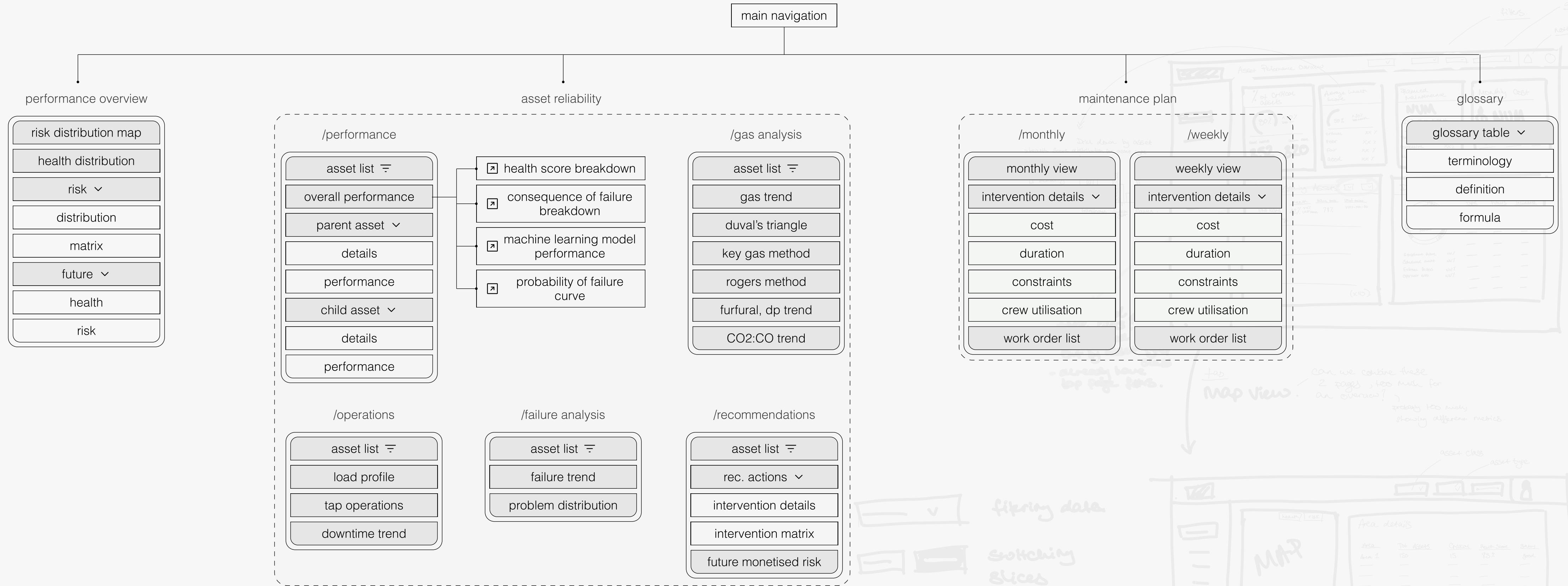
Tasks: Resource allocation, scheduling, maintenance planning

Pains: Scheduling conflicts, complex cross-team alignment

Goals: Streamlined workflows, on-time delivery

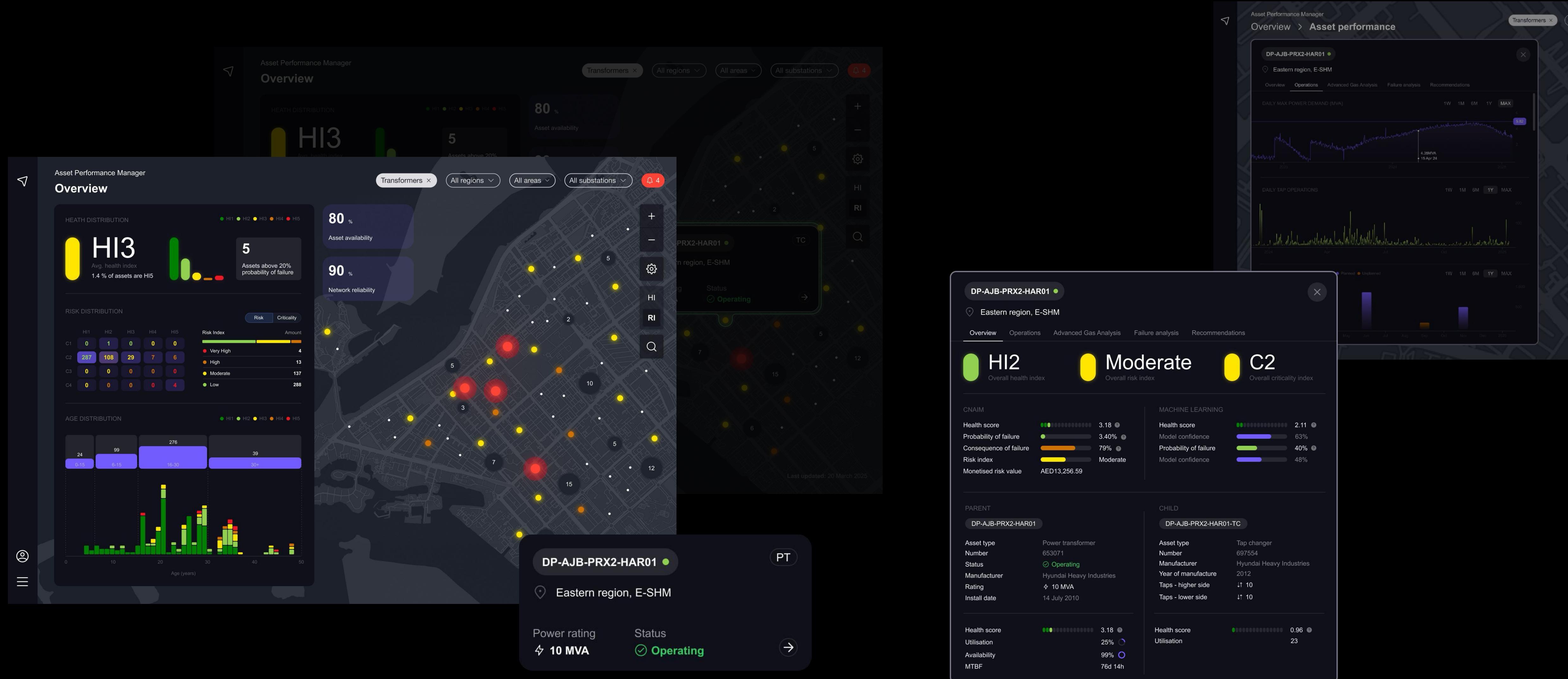
Sitemap & Insight Journey

Once all the personas were finalised and business reporting requirements were clear, I was able to create a high-level site map to inform the flow of the tool.



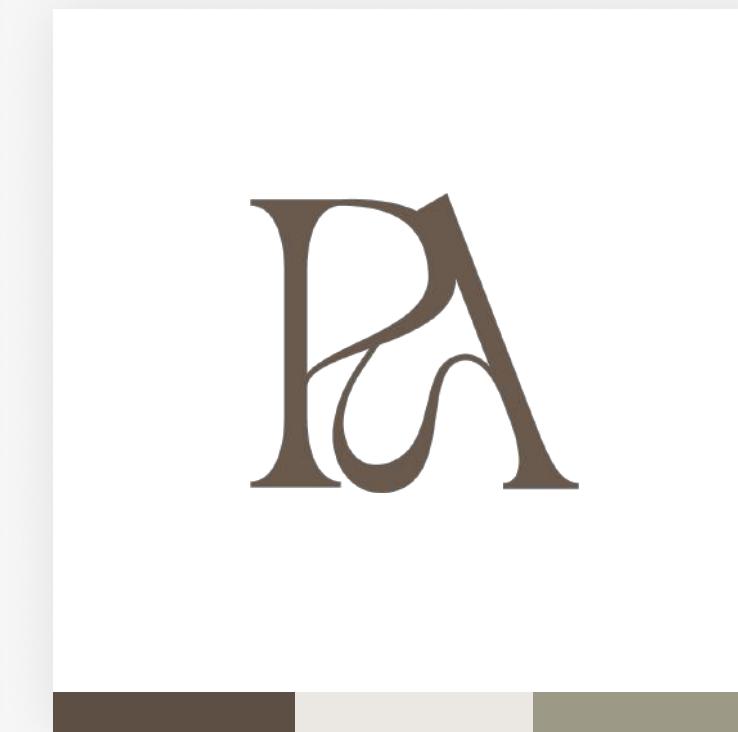
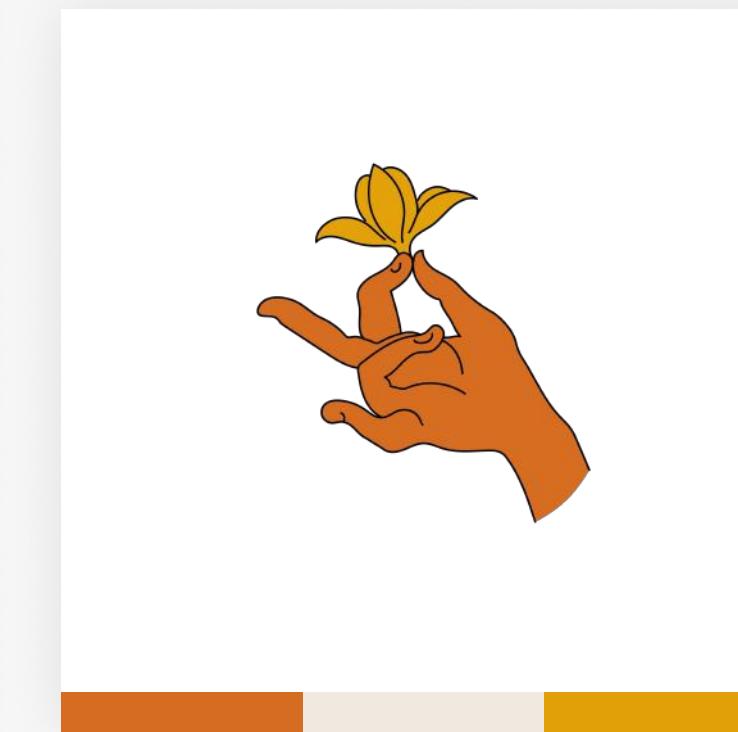
Mockups

I designed and built out in PowerBI with the data analytics team, iteratively improving the designs with regular client meetings. In my own time, I re-imagined the dashboard, as if we had a completely custom front-end.



03

SELECTED WORKS FROM MY DAYS AS A FREELANCE
GRAPHIC DESIGNER...



project spotlight

Kannan's Kitchen

Kannan's Kitchen is a homely Sri Lankan cafe serving freshly cooked comfort food, inspired by family recipes and everyday flavours. Rooted in authenticity and simplicity, the brand celebrate community, warmth and honest ingredients - reflected through earthy colours, hand-drawn icons and inviting textures throughout the identity.

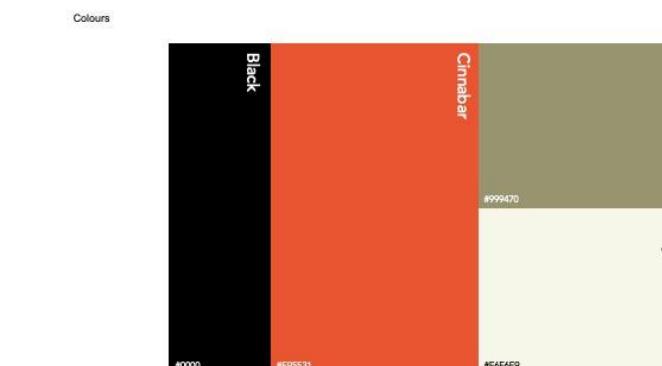


Brand Guidelines

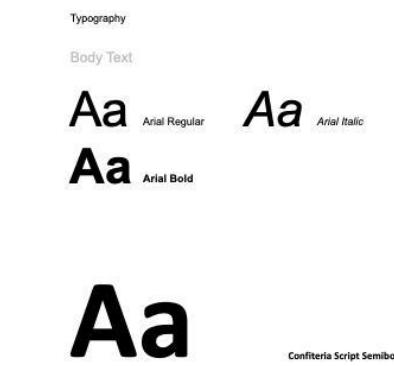
Kannan's Kitchen

By House of Kings

01 Colours



02 Typography



03 Logo Variations

Logo Variations



04 Iconography



Brand Guidelines

Kannan's Kitchen

7

Brand Guidelines

Kannan's Kitchen

8

Brand Guidelines

Kannan's Kitchen

9

Brand Guidelines

Kannan's Kitchen

10

Brand Guidelines

Kannan's Kitchen

12

Iconography

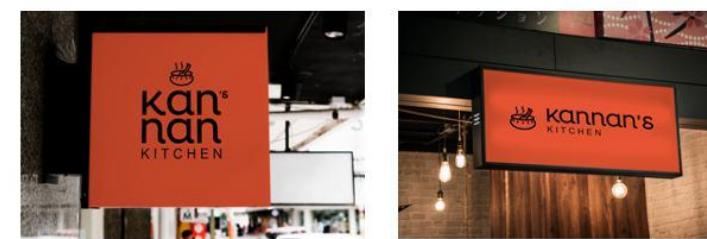
Title Tiles



Title tiles are to be used once positioned in the center, surrounded by the pattern tiles. Examples are shown on the following pages.

05 Mockups

Mockups



Mockups



Mockups



Mockups



Brand Guidelines

Kannan's Kitchen

13

Brand Guidelines

Kannan's Kitchen

19

Brand Guidelines

Kannan's Kitchen

20

Brand Guidelines

Kannan's Kitchen

21

Brand Guidelines

Kannan's Kitchen

22

project spotlight

Chime Care

ChimeCare is a compassionate at-home care provider dedicated to supporting elderly individuals with personalised, dependable care. Their mission is to make life easier for families by offering services that promote independence, dignity and peace of mind.

Brand values

Care with Dignity

ChimeCare supports people in their own homes, prioritising respect, familiarity and emotional comfort.

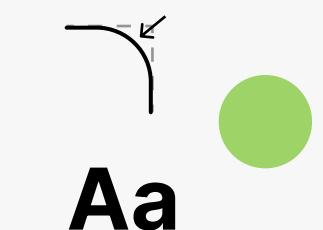
Clarity & Trust

Communication is simple, transparent, and reassuring, helping families feel confident in every decision.

Personalised Support

Services are tailored to each person's needs, with guided matching and continuity of caregivers to ensure consistent support.

Shaping the design language



we listen →
→ *we match*
→ *you receive*



Soft rounded cards, friendly typography & gentle green create a calm, trustworthy environment

The design leads families through decision making with ease through step-by-step onboarding and supportive call to actions.

Subtle care badges and simplified icons with consistent layout reinforce reliability and structure.



website
re-design

CHIME CARE LOGO Home Services Our Story Resources Jobs Need help?

In-Home Respite Specialist

Finding the right care is a journey, and we're with you **every step of the way.**

Our mission is to support individuals and their families by delivering **personalised care solutions** that promote independence, enhance well-being, and enable a fulfilling lifestyle.

Call us

Our Service

Solutions for Quality Elderly Care.

In-Home Care Personalised care services to support daily living and independence at home. [Find out more](#)

Respite Care Temporary in-home care to provide relief for primary caregivers. [Read more](#)

Specialist Care Expert care for individuals with complex medical and neurological conditions. [Read more](#)

How it works

Putting the **Choice** back into **Home Care**.

- We Listen** Start with a free call where we understand your needs.
- We Match** We meet in person to learn more about your care needs. You'll get into our top 50 so you can keep track of your progress.
- You Receive** Choose your ideal caregiver and receive expert, compassionate care—starting in as little as 48 hours.

Why Choose Us

Give your loved ones the care they deserve.

We know finding the right care isn't easy... Finding good care isn't easy—that's why we offer guided matching to connect you with the right caregiver(s) based on skills, location, and personality. Call us to discuss next steps. If you're satisfied after a week, we'll arrange a new caregiver and a full refund. [Book a consultation](#)

Continuity We ensure that you have the same caregiver(s) as much as possible. Our customers have 80% continuity.

Guided Matching We offer guided matching between caregivers in order to match caregivers based on skills, location, and personality. Call us to discuss next steps. If you're satisfied after a week, we'll arrange a new caregiver and a full refund.

Transparency & Real-time Updates With Chime Care you get complete transparency with your caregiver(s). Our app is available at the push of a button.

Digital Health Stay in the loop with your caregiver(s) via our digital health tools so we can notify you before any deterioration.

Not sure if we are right for you?

Leave us a message and we'll give you a call back.

Your name (required) Your number (required)
Your email
Message (required)

Request call-back

NAVIGATION Home Services Our Story Resources Jobs
SERVICES In-Home Respite Specialist
CONTACT Page name Page name Page name
Privacy Policy Terms & Conditions

CHIME CARE LOGO Home Services Our Story Resources Jobs Need help?

Our Service

Solutions for Quality Elderly Care.

In-Home Care Personalised care services to support daily living and independence at home. [Read more](#)

Respite Care Temporary in-home care to provide relief for primary caregivers. [Read more](#)

Specialist Care Expert care for individuals with complex medical and neurological conditions. [Read more](#)

Why Choose Us

Give your loved ones the care they deserve.

Continuity We offer guided matching between caregivers in order to match caregivers based on skills, location, and personality. Call us to discuss next steps. If you're satisfied after a week, we'll arrange a new caregiver and a full refund.

Guided Matching We offer guided matching to connect you with the right caregiver(s) based on skills, location, and personality. Call us to discuss next steps. If you're satisfied after a week, we'll arrange a new caregiver and a full refund.

Transparency & Real-time Updates With Chime Care you get complete transparency with your caregiver(s). Our app is available at the push of a button.

Digital Health Stay in the loop with your caregiver(s) via our digital health tools so we can notify you before any deterioration.

Don't just take **our word** for it...

"Really great experience using Chime Care. They went out of their way to be helpful and I had a very pleasant experience. The track feature was really useful in keeping me informed. Would recommend it unreservedly."
Indra Anil Singh Google review

"Really great experience using Chime Care. They went out of their way to be helpful and I had a very pleasant experience. The track feature was really useful in keeping me informed. Would recommend it unreservedly."
Indra Anil Singh Google review

Not sure which care is right for you?

Leave us a message and we'll give you a call back.

Your name (required) Your number (required)
Your email
Message (required)

Request call-back

NAVIGATION Home Services Our Story Resources Jobs
SERVICES In-Home Respite Specialist
CONTACT Page name Page name Page name
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 RajanDehiri

Thank You