

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 university 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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London, UK



RajanDehiri

# Highlights

## Index

### 01 Bid Manager

A system to manage the bid process powered by AI Agents

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### 02 APM

A tool to track and manage asset performance

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### 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 screenshot displays a dark-themed user interface for a bid management system. At the top left is the EY logo and the placeholder text '[NAME]'. Below it is a welcome message: 'Welcome, Ashleigh'. On the far left is a vertical sidebar with icons for Home, Search, Filter, and Profile.

**Today's Focus:**

- Network Rail Digital Transformation Opportunity is due today: Due 11AM Today. Review the documents and send to client.
- Lloyd's Digital Twin Opportunity: Set to Qualify: Due 1PM Today. Please qualify the opportunity to move to the pursue stage.
- Barclays Cloud Migration Pricing Sheet: Due 5PM Today. Review comments Aliah's comments.

**What's New:**

- Nikita Little has opened an engagement code for HSBC Data Migration Opportunity Workspace. 1 min ago.
- Chad Giles has added you to the HSBC Data Migration Opportunity Workspace. 10 mins ago.
- Aliah Lane has left a comment in the Barclays Cloud Migration bid pricing sheet. 1 hr ago.

**Engagements and Opportunities:**

In Progress	Risk	Pending	Completed
50%	5%	20%	25%

Last Updated: Just Now. Next best action: 3 times.

**Attention:**

- 5 tasks have been flagged as risks.
- 2 engagements are behind schedule.
- 3 pending requests from CS.

**My Progress:**

Health Score: 82. Last updated: Just Now. Last updated: Just Now. Last updated: Just Now.

- Financial Performance
- Progress and Timelines
- Team Utilisation

How I can improve my performance. Find out more.



# 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

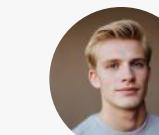


Name: Ashleigh Franklin

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



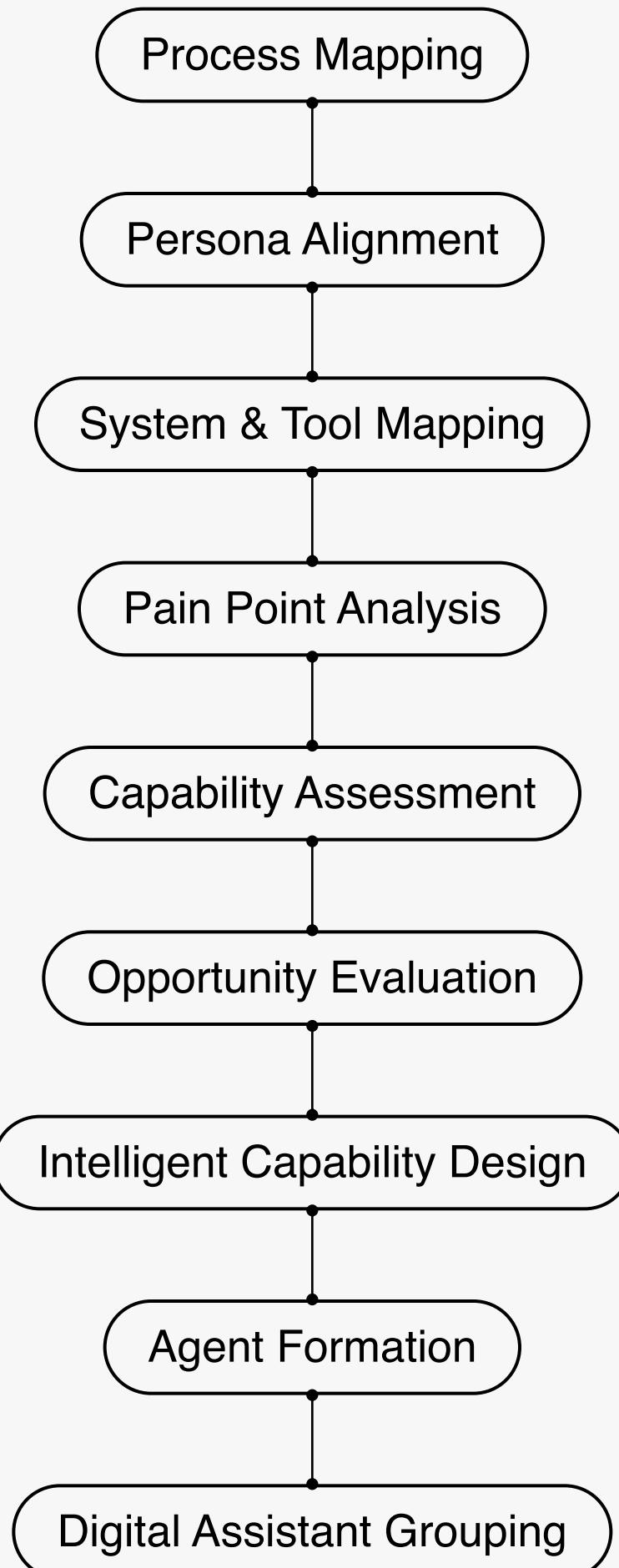
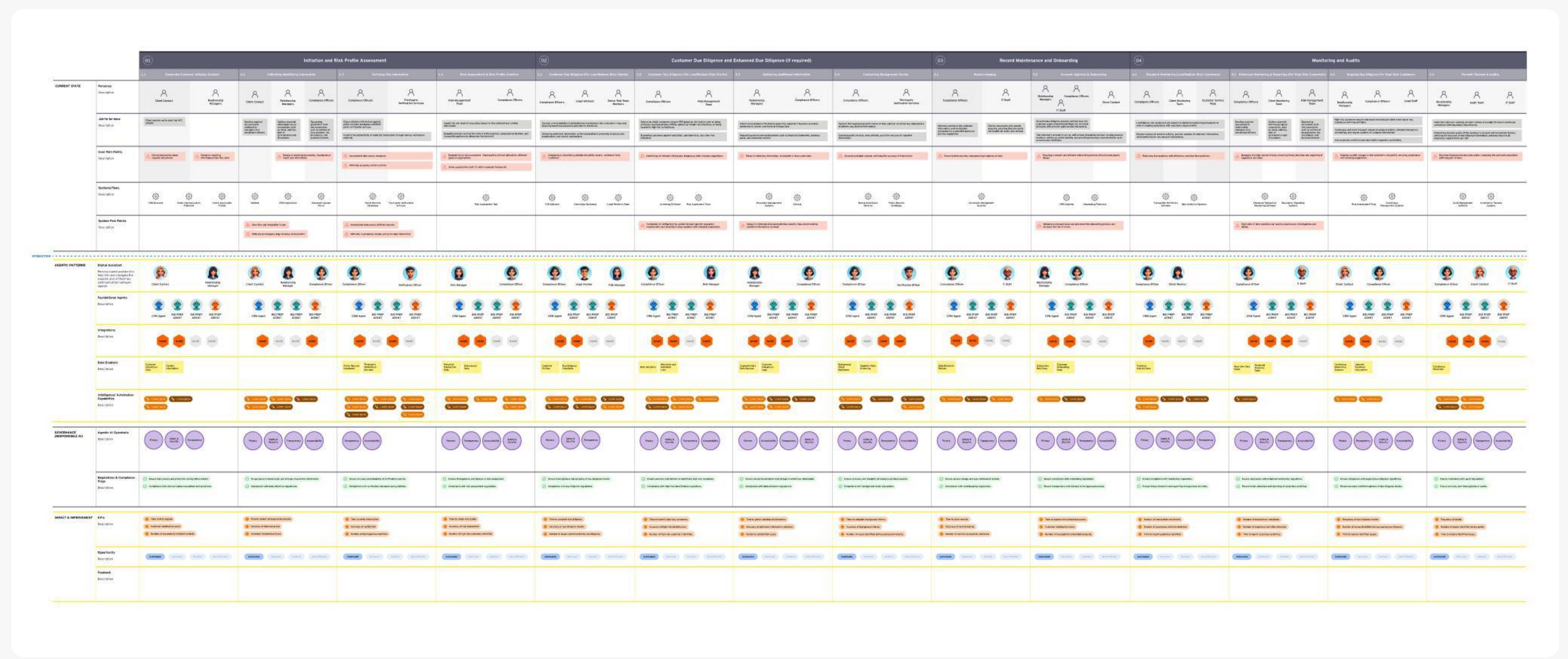
Name: Charlotte Brickson

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.



**Site Name**  
Welcome, [name]

GBP 200,000.00 Total Opportunity Value 20% Probability

Open Engagements 4 Open Opportunities 10 Backlog Tasks 43

**Today's Focus**  
Late task on HSBC Data Migration Opportunity  
Please send a reminder to Ami Due 11AM Today  
Set to Quality Please qualify the opportunity to move to the pursue stage. Due 11AM Today  
Set to Quality Please qualify the opportunity to move to the pursue stage. Due 11AM Today

**What's New?**  
Ashleigh Franklin has added you to the HMRC Digital Transition Strategic Partner. 1 min ago

**My Progress**  
Health Score 82  
Task Completion Rate 50% 5% 20% 25%  
Quality of Deliverables Team Utilisation

**Attention**  
5 tasks have been flagged as risks.  
2 engagements are behind schedule.  
3 pending requests from CS.

**Workspace**  
Opportunities Engagements

+ Create New

Status Client Industry

Client Opportunity 30% Due: 16th June 2025 Last Updated: Just Now  
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Client Opportunity 30% Due: 16th June 2025 Last Updated: Just Now  
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Client Opportunity 30% Due: 16th June 2025 Last Updated: Just Now

**New Opportunity**

Enter Opportunity Details  
Client name (required) Enter here Opportunity name (required) Enter here Select opportunity type (required) Select

Upload Documents  
Click to upload or drag and drop DOCX, PDF, or PPT (max. 500MB)

Tech design requirements.pdf 200 KB 100% completed  
Tech design requirements.pdf 4 of 16 MB 50% completed  
Tech design requirements.pdf 3.4 of 4.2 MB

**Workspace**  
[client name] [engagement name] Opportunity

Overview Qualify Team Task Timeline QRM Pricing Plan Files

**Scoring**  
Initial Screening Confidence Score 87%  
Strategic alignment 1 2 3 4 5 80%  
Independence 80%  
Capacity 80%  
Deal size 80%  
Client rating 80%  
New market potential 80%

Opportunity Fit Confidence Score  
Client priority 1 2 3 4 5 80%  
Sector growth alignment 80%  
Competitor? 80%  
Delivery risks 80%  
New market potential 80%

Capacity & Delivery Risk Check Confidence Score  
Resource capability 1 2 3 4 5 80%  
Previously engaged? 80%  
Competitor? 80%  
Clear value prop? 80%  
Timeline constraints 80%  
Delivery risks 80%  
Bidding cost 80%

Commercial Visibility Confidence Score 87%  
Profit margin 1 2 3 4 5 80%  
Risks 80%  
Internal alignment 80%  
Support from stakeholders 80%  
Pursuit leader & team 80%

**Leadership & Stakeholder Alignment** Confidence Score

**Welcome, Jodie**

HMRC: Create queued activity/holding code

Attention David has set this as high priority. So I recommend you start this today, as it is due tomorrow at 11 am UKT. It will approximately take you around 1 hour to complete.

Set up engagement/control file High Priority

Opportunity Overview The opportunity involves collaborating with HMRC as a Digital Transition Strategic Partner to enhance and modernize their digital services, ensuring a seamless transition to innovative technologies. This partnership aims to improve operational efficiency and user experience, ultimately supporting HMRC's mission to deliver exceptional public services.

CS Partner CS Manager EBP  
Ashleigh Franklin Awo Simmos David Herman

Task Overview Due Tomorrow, 24 Apr 2025  
High Priority  
Creating a queued activity/holding code for this new bid. Please check bid overview for more information.

Comments David Herman Friday 2:00pm  
Can you please get started on this task?  
Add a comment...

**Title**

HMRC: Create queued activity/holding code

Attention David has set this as high priority. So I recommend you start this today, as it is due tomorrow at 11 am UKT. It will approximately take you around 1 hour to complete.

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Comments David Herman Friday 2:00pm  
Can you please get started on this task?  
Add a comment...

**Workspace**  
[client name] [opportunity name] Opportunity

09 June 2025 GBP 200,000.00 20% Probability

Overview Qualify Team Task Timeline QRM Pricing Plan Files

Job Title Name Surname name@company.com CS HMRC TMT  
Job Title Name Surname name@company.com EDP HMRC TMT  
Job Title Name Surname name@company.com COE Markets  
Job Title Name Surname name@company.com COE Engagement Economics  
Job Title Name Surname name@company.com COE Working Capital  
Job Title Name Surname name@company.com COE ORNA

Overall Performance  
In Progress 20% Risk 5% Pending 20% Completed 25%  
Last Updated: Just Now

Assigned Tasks  
Create queued activity/holding code Due in 1 Day High Priority  
Populate & manage EL workflow tools Due in 1 Day High Priority

**Title**

HMRC: Create queued activity/holding code

Attention Jodie has incomplete tasks that may affect the opportunity timeline.

Overall Performance  
In Progress 20% Risk 5% Pending 20% Completed 25%  
Last Updated: Just Now

Assigned Tasks  
Create queued activity/holding code Due in 1 Day High Priority  
Populate & manage EL workflow tools Due in 1 Day High Priority

**Workspace**  
[client name] [opportunity name] Opportunity

Overview Qualify Team

Opportunity Overview  
Basic Information  
Created 04 April 2025  
Due 11 May 2025  
Opportunity Manager Jason Fer  
Initial Service Offering  
Region EMEA  
Country United Kingdom  
Service Code 10203  
Service Value 200000.00  
Supporting Documents (2)  
Request for Proposal.doc  
Request for Proposal.doc

The dashboard features a top navigation bar with the EY logo and a user name placeholder '[NAME]'. Below this is a welcome message 'Welcome, Ashleigh'.

Key performance indicators (KPIs) are displayed in three boxes:

- Open Engagements**: 4 (10% Increase from last month)
- Open Opportunities**: 10 (2% Increase from last month)
- Backlog Tasks**: 20 (3 To-be addressed today)

**Today's Focus** section lists three items:

- Network Rail Digital Transformation Opportunity is due today. Due 11AM Today. Manage.
- Lloyd's Digital Twin Opportunity: Set to Qualify. Due 1PM Today.
- Barclays Cloud Migration Pricing Sheet. Due 5PM Today. Review comments Aliah's comments.

**What's New?** section shows recent activity:

- Nikita Little has opened an engagement code for HSBC Data Migration Opportunity Workspace. 1 min ago.
- Chad Giles has added you to the HSBC Data Migration Opportunity Workspace. 10 mins ago.
- Aliah Lane has left a comment in the Barclays Cloud Migration bid pricing sheet. 1 hr ago.

**Engagements** and **Opportunities** tabs are present in a central box. The **Engagements** tab shows progress: In Progress (50%), Risk (5%), Pending (20%), Completed (25%). A progress bar indicates the overall status. Last updated: Just Now.

**Attention** section highlights:

- 5 tasks flagged as risks.
- 2 engagements behind schedule.
- 3 pending requests from CS.

**Next best action** links are provided for each item in the attention section.

**My Progress** section features a circular gauge chart with a 'Health Score' of 82. Legend: Financial Performance (blue), Progress and Timelines (orange), Team Utilisation (grey). A link to 'How I can improve my performance' and 'Find out more' is available.

On the left side, there are four collapsed sections labeled 'Client Opportunity' with progress bars at 30% and due dates of 16th June, all last updated 'Just Now'.

At the bottom, two sections are partially visible, both labeled 'Client Opportunity' with progress bars at 30% and due dates of 16th June 2025, last updated 'Just Now'.

Welcome, Jodie

High x HMRC x Opportunity x Digital Transition Strategic Partner x Received Date Due Date Sort by

**Create queued activity/holding code** • High Priority  
Due in 1 day

Account HMRC  
Opportunity Digital Transition Strategic Partner

Last Updated Time 0% completed

**Set up engagement/control file** • High Priority  
Due in 1 day

Account HMRC  
Opportunity Digital Transition Strategic Partner

Last Updated Time 0% completed

**Populate & manage EL workflow tools** • Medium Priority  
Due in 1 day

Account HMRC  
Opportunity Digital Transition Strategic Partner

Last Updated Time 0% completed

**HMRC: Create queued activity/holding code**

Mark as complete

Attention 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.

Opportunity Overview

The opportunity involves collaborating with HMRC as a Digital Transition Strategic Partner to enhance and modernize their digital services, ensuring a seamless transition to innovative technologies. This partnership aims to improve operational efficiency and user experience, ultimately supporting HMRC's mission to deliver exceptional public services.

CS Partner CS Manager EBP  
Ashleigh Franklin Awo Simmons Dawid Herman

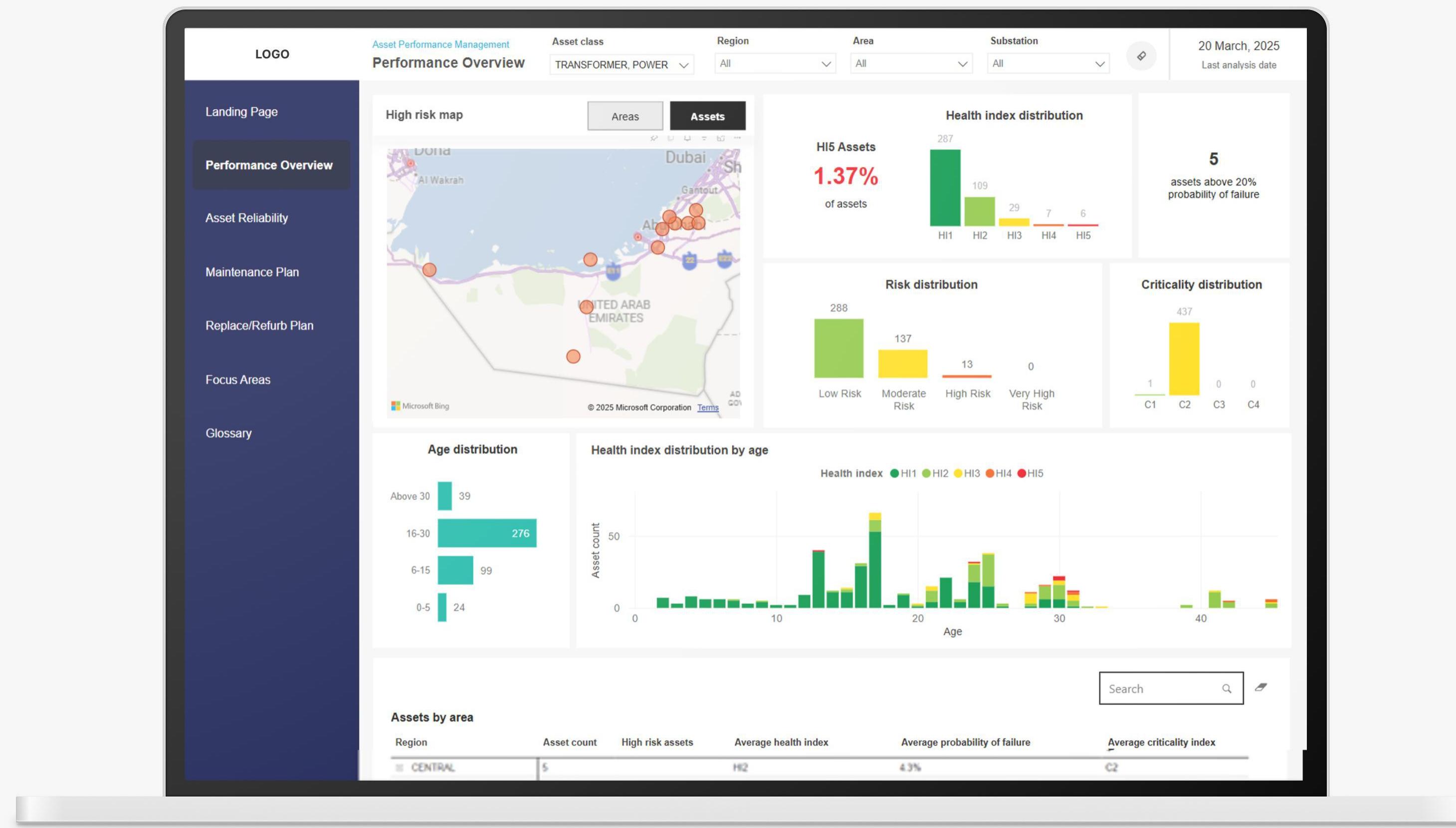
Task Overview

Due Tomorrow, 24 Apr 2025  
High Priority

Creating a queued activity/holding code for this new bid. Please check bid overview for more information.

# 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

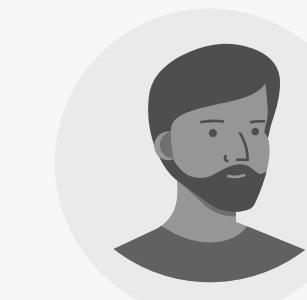
A centralised APM dashboard that surfaces real-time health scores, predictive insights, and drill-down capabilities. This enabled faster root cause identification, better forecasting, and more strategic allocation of CAPEX and OPEX resources.

## 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

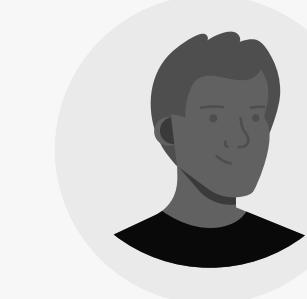


Role: Asset Performance Analyst

Tasks: Data collection, KPI reporting, performance diagnostics

Pains: Manual data extraction, time-consuming analysis

Goals: Centralised insights, streamlined reporting



Role: Operations Planner

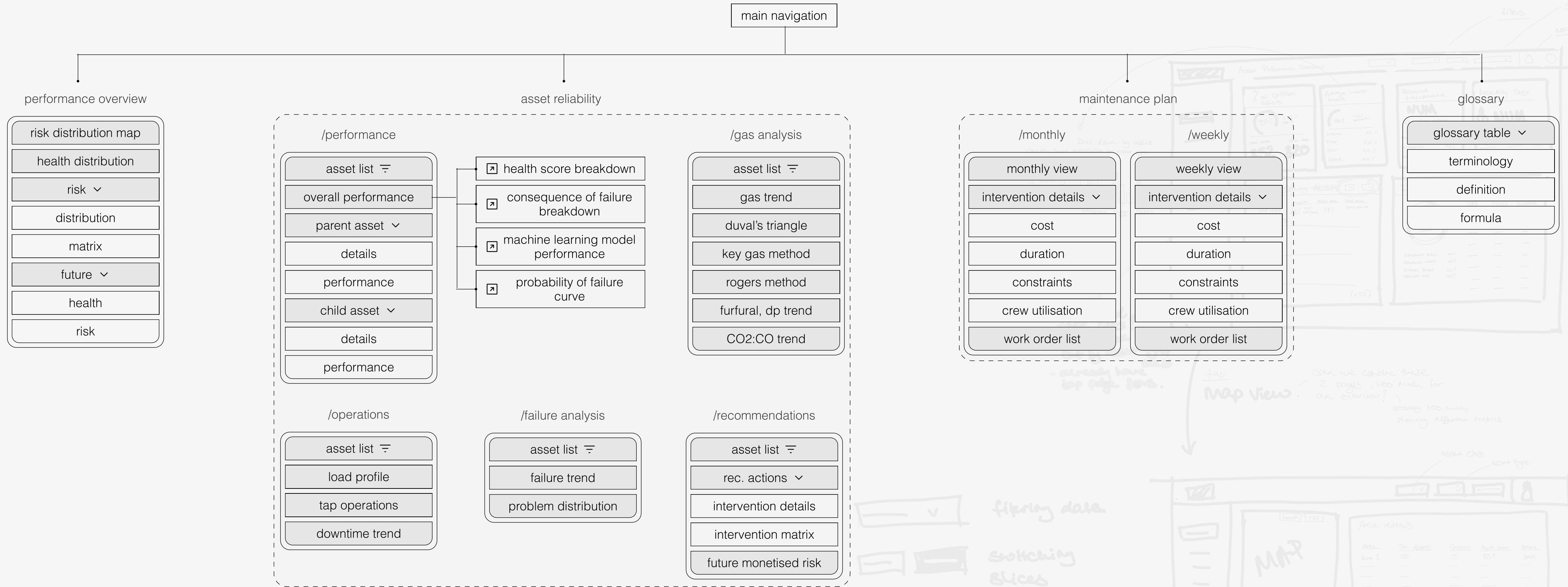
Tasks: Resource allocation, scheduling, maintenance planning

Pains: Scheduling conflicts, complex cross-team alignment

Goals: Streamlined workflows, on-time delivery

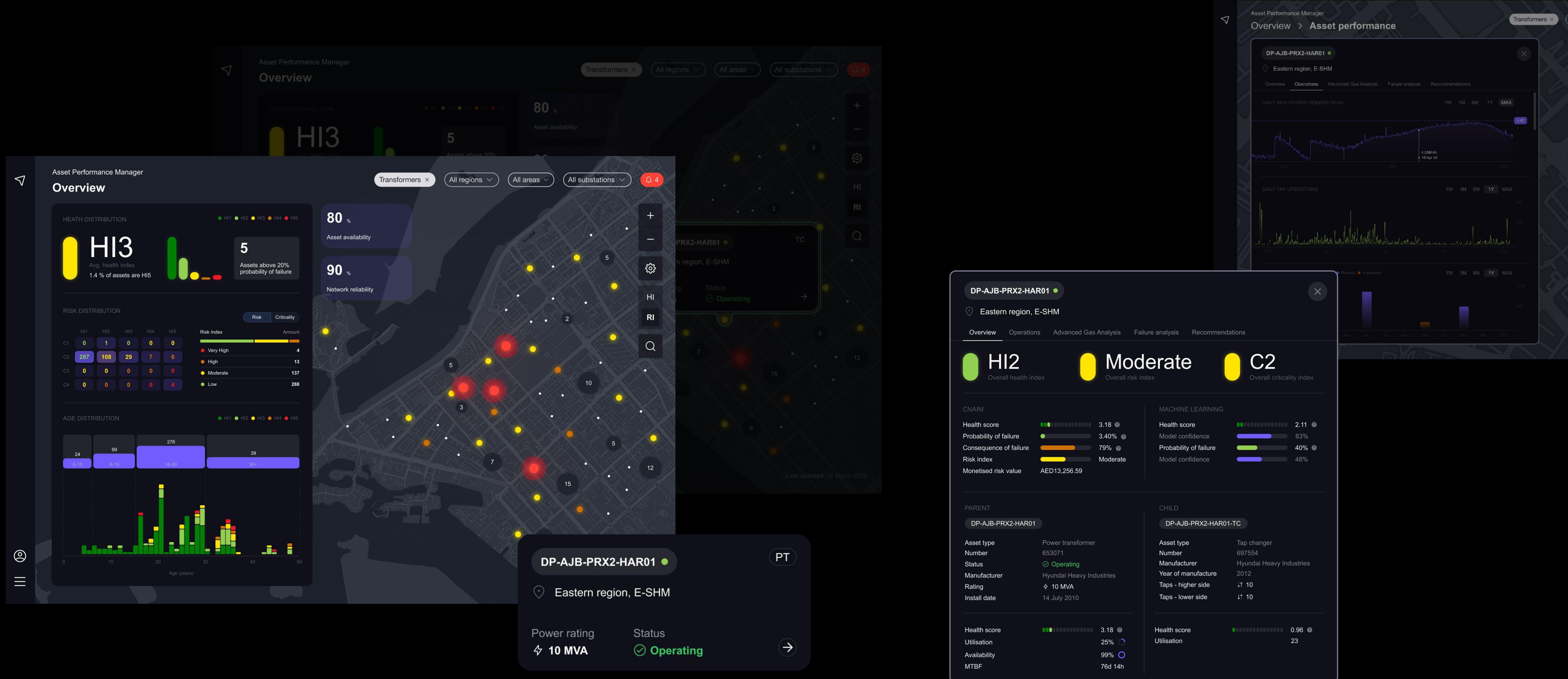
# Sitemap & Insight Journey

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.



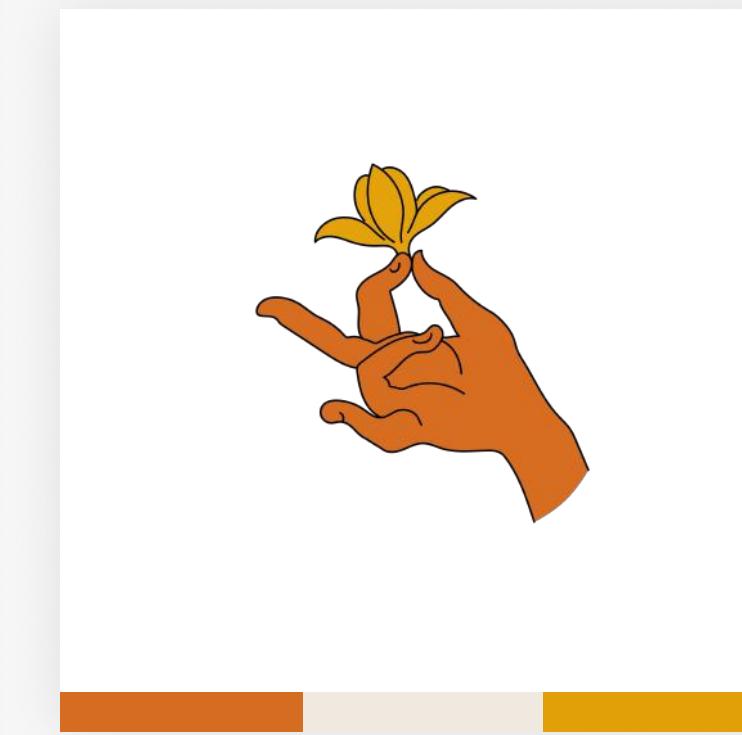
# Mockups

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.

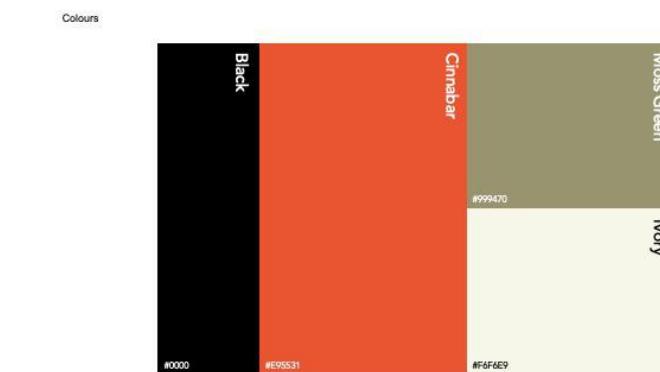


## Brand Guidelines

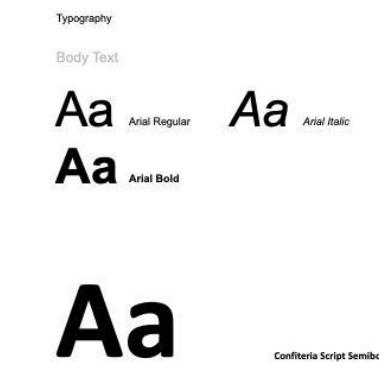
Kannan's Kitchen

By House of Kings

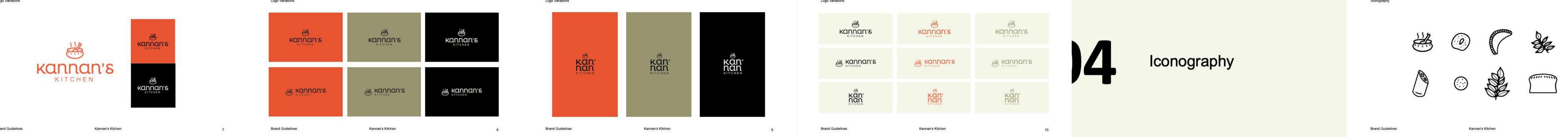
### 01 Colours



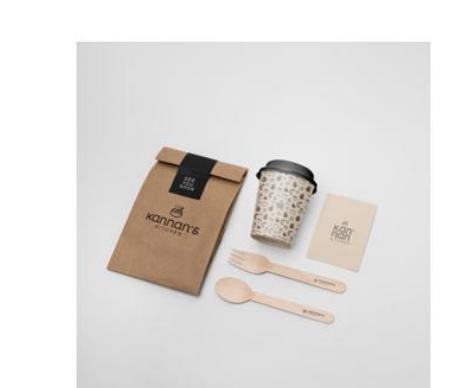
### 02 Typography



### 03 Logo Variations



### 05 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.

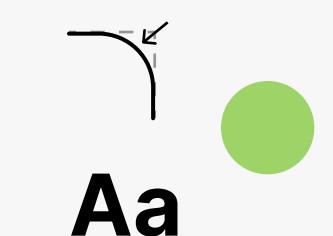
### Clarity & Trust

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

The Chime Care website features a clean, modern design with a light green color palette. The homepage includes a hero section with a photo of a family, a mission statement, and a 'Call us' button. Below this is a 'Our Service' section with a green header and three service categories: In-Home Care, Respite Care, and Specialist Care, each with a brief description and a 'Find out more' button. A 'How it works' section follows, titled 'Putting the Choice back into Home Care.', featuring three steps: 1. We Listen (with a 'Book a consultation' button), 2. We Match (with a 'Book a consultation' button), and 3. You Receive (with a 'Book a consultation' button). The 'Why Choose Us' section contains four boxes: Continuity (guided matching), Transparency & Real-time Updates (complete transparency), Guided Matching (simple booking), and Digital Health (available at the push of a button). Testimonials and a contact form are also present.

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 London, UK

 RajanDehiri

Thank You