Sameer Rehman

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Profile

Interaction Designer and Front End Developer with experience working within Fashion, Travel and Finance.
Led and developed UX strategy and operations for two FTSE 100's and a fintech startup.

Skills

UI/UX Design, HTML/CSS/JS, Prototyping, Agile/Scrum, Wireframing, A/B and User Testing.

Experience

Loveholidays Senior Product Designer

October 2019 to Present
Freelance contractor working across the Platform, Features and Experiments teams. Helping Loveholidays web
team scale up and maintain double digit yearly growth.

- Facilitated and trained design and development teams to carry out ideation workshops.
- Scoped and built a UI design system named Stencil -introduced a culture of UI re-usability.
- Designed iterative UI improvements to search results page, reaching a velocity of 5 AB tests per
  week in the run up to peak trading.

Thomas Cook Money Lead UI/UX Designer

February 2018 to September 2019
Design lead for a B2C and B2B travel financial services startup. Reporting into the Technology Director.
Managed the team's agile practices, facilitated design workshops and created a UI pattern library.

- Grew 1.2 million new financial services customers.
- Lead designer on FX, Lyk Prepaid Mastercard and Roam Insurance iOS, Android and PWA apps.
- Introduced an experimentation culture, helped the team to understand the benefits of usability
  testing.

Thomas Cook Group Senior UI Developer

June 2014 to February 2018
Working within the Group UX and Optimisation team, we consolidated 23 travel brands into a single web
platform. Technical voice for suppliers and agencies, dealing with API integration, performance monitoring and
ensuring all UI enhancements can be measured correctly.

- Scaled the AB testing and personalisation capability to 120 live concurrent tests across Neckermann
  and Thomas Cook websites.
- Managed 3 developers to support Conversion Rate Optimisation briefs.
- Created a 'Platform Testing' framework to allow scrum teams to build and launch AB tests
  independently.

Thomas Cook UK Web Design Manager

March 2014 to June 2014
Working within the Marketing department, managing two designers. UK design point of contact for core product
team and external agencies to steer the development and launch of a fully responsive re-write of
thomascook.com

- Thomascook.com re-launch, managing marketing design deliverables.
- Instigated and delivered the Hotels4U.com in-house redesign.
- Templated CMS modules to serve dynamic SEO and Landing pages.

Urban Outfitters / Anthropologie Europe Front-End Web Manager

September 2012 to March 2014

Front-End development output within a Java enterprise system, managing two developers and one analyst. Delivering creative and functional changes across instore and online.

- Managed creative briefs, concepts and production code.
- Instigated and delivered a customer self service help, reducing monthly call centre volume by 40%.
- Managed UI migration of Urban Outfitters and Anthropologie to a new platform.

Thomas Cook Group Lead Front End Web Developer

August 2011 to September 2012

Lead and mentor for in-house and off-shore developers. Project delivery and production support for all EU websites. Managed internal relationships, processes and expectations for Thomas Cook UI with Design, Content, Product and Marketing.

- Re-developed look and feel of thomascook.com.
- Introduced a Fast Track process to turn around small changes within weekly sprints.
- Improved the workflow of creative content updates by developing templates for the content editors.

Next Retail Senior Front End Web Developer

October 2010 to August 2011

Project managing and planning with IT, Design and Marketing. Mentoring junior designers and developers. Documented HTML/CSS best practice and conducted regular code reviews.

- Lead front end developer on 31 country launches.
- Launched mobile version of next.co.uk .

Next Retail Web Designer

July 2006 to October 2000

Designing digital marketing collateral. Developing and deploying site updates and email campaigns. Building mini-sites to promote seasonal collection launches. User interface design for My Account, Search and Payment.

- Designer for three site re-designs for next.co.uk.
- nextdirect.com international site launch.
- Redesign of nextflowers.co.uk.

Next Retail POS Assistant

August 2003 to July 2006

Creation of branding, artwork and print specs. Working with buyers, product teams and suppliers to develop and procure packaging globally. Involved in cardboard and injection-moulding manufacturing processes.

- Introduced a universal tops hanger, which reduced annual hanger spend by two thirds.
- Design and development of a bespoke roll up tie hanger.
- Management of trims and packaging specification website.

Education

Design Management BA Hons, De Montfort University, Leicester

Interests & Activities

Hiking, Cooking and Art.