

TAHA AMIR KHAN

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ABOUT ME

First-Class graduate in Information Technology for Business from Coventry University, awarded the IT for Business Excellence Prize (highest overall grade in cohort, 2025). Completed a year-long placement at Jaguar Land Rover as a Digital Experience Analyst, contributing to digital product optimisation, customer experience improvements, and data-driven strategy.

Combining technical expertise in data analytics, UX/UI design, and IT service management with proven leadership and operational experience in the fast-paced hospitality sector. Motivated to build a career at the intersection of digital products, business analysis, and technology strategy.

EDUCATION

BSc (Hons) Information Technology for Business – First-Class Honours **Coventry University | Sep 2021 – Jul 2025**

- Prize: Information Technology for Business Excellence (highest overall grade in cohort, 2025)
 - Industrial Placement: Digital Experience Analyst, Jaguar Land Rover (12 months)
 - Activities & Societies: Islamic Society (Vice President); Coventry University Students' Union
 - Selected Modules & Focus Areas:
 - Project Management
 - Fundamental Elements of Business and IT
 - Programming, Database Management & Data Science
 - Business and Business Systems
 - Operational Research and Simulation
 - Web Technologies, Networks and Cyber Security
 - Technology and its Social, Legal and Ethical Context
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WORK EXPERIENCE

Jaguar Land Rover (JLR) – Digital Experience Analyst (Undergraduate Placement) **Gaydon & Whitley, UK | Jul 2023 – Jul 2024**

- Delivered 23 insights via Decibel (heatmaps/session replays) in Project Thunderclap; actioned content fixes in AEM.
- Authored/updated site & retailer content (including a 150-page update), refined sticky nav, and produced CTA-led PPC landing mockups.
- Proposed weather- and location-aware modules for Land Rover nameplates; mapped seasonal rules to increase relevance.
- Benchmarked competitor journeys (agency model) and authored 5–10 design recommendations for the future New Jaguar experience (embargoed).
- Collaborated with UX, marketing and engineering teams plus Accenture & ITG, using AEM, Decibel and Figma to deliver data-driven UX improvements.

German Doner Kebab (GDK) – Shift Manager
Coventry, UK | Nov 2021 – Apr 2023 & Sep 2024 – Present

- Led a 15+ member team in one of the region's busiest branches (~£2M annual revenue).
- Oversaw operations, compliance, and KPI monitoring during peak service hours.
- Delivered staff training, performance development, and shift scheduling.

Oodles Chinese – Temporary Assistant Manager
Walsall, UK | Apr 2023 – Jun 2023

- Supervised daily operations, trained staff, and ensured compliance with health & safety standards.
- Introduced process improvements that enhanced efficiency and reduced costs.
- Managed stock, staffing schedules, and recruitment activities during pre-opening phase.

Coventry University Students' Union – Executive Media Officer
Coventry, UK | Oct 2022 – Jun 2023

- Promoted university-wide campaigns and events via social media and digital content.
- Drafted monthly executive committee summaries for student engagement.
- Collaborated with coordinators to ensure campaigns delivered on time and within budget.

Skills

Technical & Analytical

- Programming & Data: Python, SQL, R
- Data Visualisation: Power BI; Excel (advanced)
- UX/UI & Analytics: Figma (prototyping, A/B tests); Decibel by Medallia (heatmaps, session replays); usability heuristics
- Web & CMS: HTML, CSS, JavaScript (basic); Adobe Experience Manager (AEM)
- Cybersecurity & Networking: Wireshark; Nmap; Debian VMs
- Modelling: regression; feature engineering

Business & Strategy

- Digital product optimisation; journey mapping; rules-based personalisation
- Business analysis: PESTLE; SWOT; stakeholder mapping
- Project management: risk assessments; SLAs; WBS; Gantt charts
- Reporting & communication: executive summaries; stakeholder decks

Soft Skills

- Leadership & team management (hospitality & student roles)
- Stakeholder communication & cross-functional coordination
- Analytical problem-solving with data-driven insights
- Time management (balancing academics, placement, leadership)