TAHA AMIR KHAN - PROJECT PORTFOLIO

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Digital/Product Analyst with hands-on experience improving enterprise web journeys, researching user behaviour, and turning data into decisions. Industry exposure at Jaguar Land Rover (AEM + Decibel) alongside academic projects in BI (Power BI), UX prototyping (HTML/CSS/JS), simulation/OR, and cloud VMs.

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About Me

I specialise in digital experience analysis and content operations for enterprise websites. My work combines behaviour analytics and rapid prototyping to improve journeys and outcomes. I blend UX, BI, and operational problem-solving, with a focus on pragmatic delivery and clear documentation.

I am a first-class graduate in Information Technology for Business from Coventry University, having won the IT for Business Excellence Prize in 2025 for my highest overall grade in the cohort. I completed a year-long placement at Jaguar Land Rover as a Digital Experience Analyst, where I contributed to digital product optimisation, customer experience improvements, and data-driven strategy.

My technical expertise includes data analytics, UX/UI design, and IT service management. I also have proven leadership and operational experience in the fast-paced hospitality sector. I am motivated to build a career at the intersection of digital products, business analysis, and technology strategy.

Course & Education

BSc (Hons) Information Technology for Business — First Class (Coventry University, Sep 2021 – Jul 2025).

Award: Information Technology for Business Excellence (highest overall grade in cohort, 2025).

Industrial Placement: Digital Experience Analyst at Jaguar Land Rover (12 months).

Activities & Societies: Islamic Society (Vice President); Coventry University Students' Union.

Course 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

Industry Projects (Jaguar Land Rover)

1) Competitor Analysis — New Jaguar Digital Experience (Rotation 1)

Summary: Benchmark of competitor digital journeys (with a focus on the automotive agency model) to inform the future New Jaguar Digital experience. Delivered 5–10 actionable recommendations and supported internal validation.

Context: New Jaguar transformation; work completed during first rotation (many details under embargo).

Role: Individual contributor; collaborated with Accenture & ITG, plus UX/UI and engineering stakeholders.

Problem/Goal: Identify gaps and opportunities in competing journeys to shape design decisions for the New Jaguar experience.

Approach:

- Deep-dive review of competitor sites with agency-model focus.
- Summarised pros/cons across key journey steps; synthesised inputs into a recommendation set.
- Aligned proposals to internal Design Playbook and gathered internal validation.

Results & Impact: Provided 5–10 clear recommendations used in team discussions to guide future UX decisions.
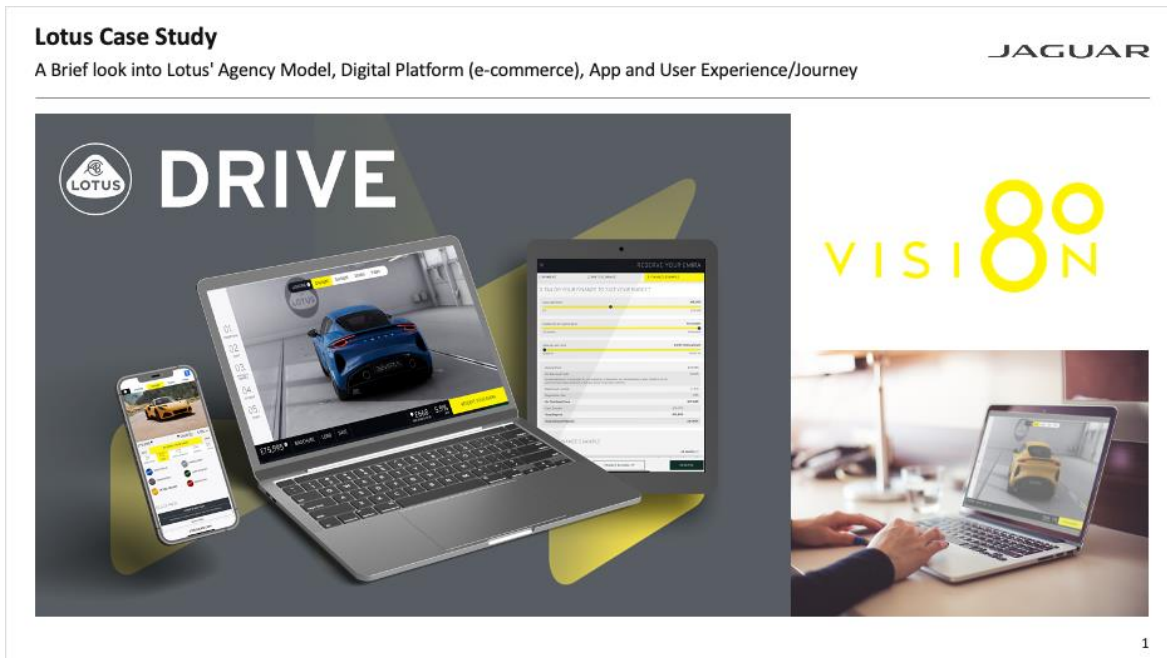
Tools & Skills: Heuristic analysis; journey mapping; stakeholder alignment; presentation.

Keywords (ATS): competitor benchmarking; agency model; journey analysis; recommendation synthesis; stakeholder validation.

2) Client Experience Design Support & Internal Validation (Rotation 1)

Summary: Partnered with Accenture & ITG to influence client experience design; coordinated internal reviews to align with strategic goals.

Context: First rotation, New Jaguar (embargoed details).

Role: Cross-functional collaborator; facilitator of feedback cycles.

Problem/Goal: Ensure proposed designs met the JLR Design Playbook and internal stakeholder expectations.

Approach:

- Structured feedback sessions and captured decision points.
- Tracked alignment to playbook standards and strategic themes.

Results & Impact: Improved clarity and alignment of the client experience design prior to later execution.

OMNICHANNEL COMMERCE VISION
MODERN LUXURY DIGITAL EXPERIENCE

JAGUAR
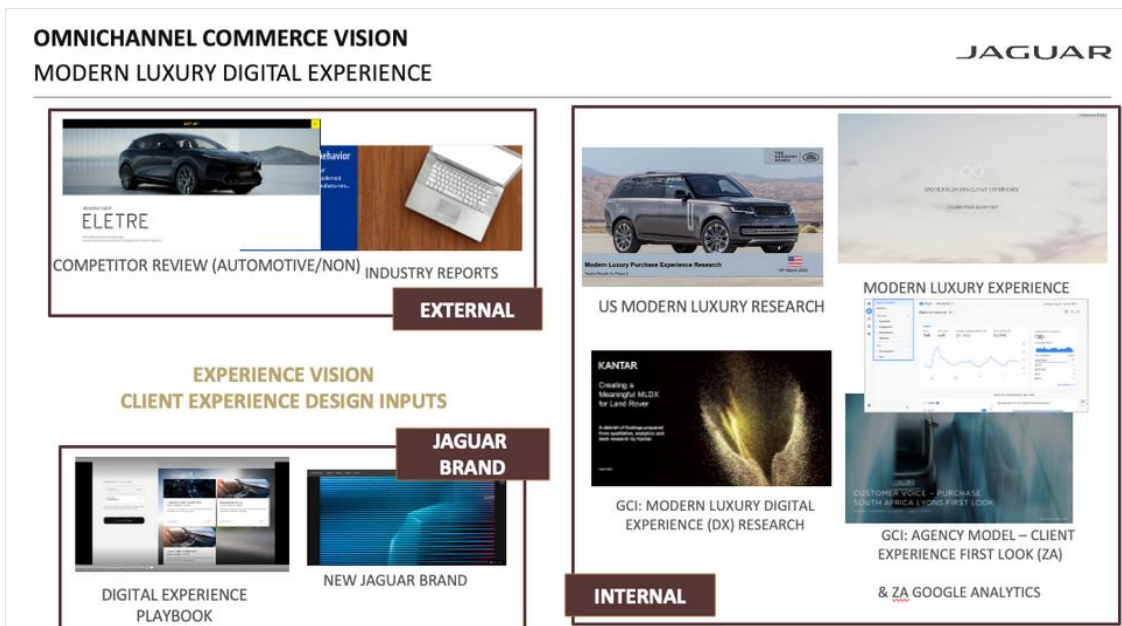
Tools & Skills: Stakeholder management; facilitation; documentation.

Keywords (ATS): stakeholder alignment; design governance; design playbook; cross-functional collaboration.

3) Project THUNDERCLAP — Insight Generation (Rotation 2)

Summary: Analysed Jaguar & Land Rover site behaviour using Decibel; contributed ~23 insights vs 20 target, presented with heatmaps and session replays.

Context: Rotation 2 with UK NSC Digital Experience Team.

Role: Digital analyst; insights generation and presentation.

Problem/Goal: Identify friction points and opportunities to improve journeys and content.

Approach:

- Onboarded to Decibel; ran exploratory analyses of priority pages.
- Used heatmaps and session replays to locate drop-offs and friction patterns.
- Prioritised findings and presented them to the team for action.

Results & Impact: ~23 data-backed insights produced and shared; inputs used for subsequent optimisation tasks.

Tools & Skills: Decibel (Medallia); analytics storytelling; prioritisation; AEM context.

Keywords (ATS): digital analytics; heatmaps; session replays; UX insights; prioritisation.

4) Weather Personalisation Concept (Rotation 2)

Summary: Proposed and designed weather- and location-aware modules for Land Rover nameplates; mapped seasonal rules and use-cases.

Context: Ideation and concepting within UK NSC team.

Role: Concept designer/analyst; authored rules and scenarios; presented ideas for feedback.

Problem/Goal: Increase relevance and engagement by tailoring content to local weather contexts.

Approach:

- Brainstormed personalisation ideas; drafted seasonal logic and content variants.
- Outlined proposed UI/asset placements for key nameplates.

Results & Impact: Concept accepted for further exploration; identified benefits such as improved relevance and potential engagement uplift.
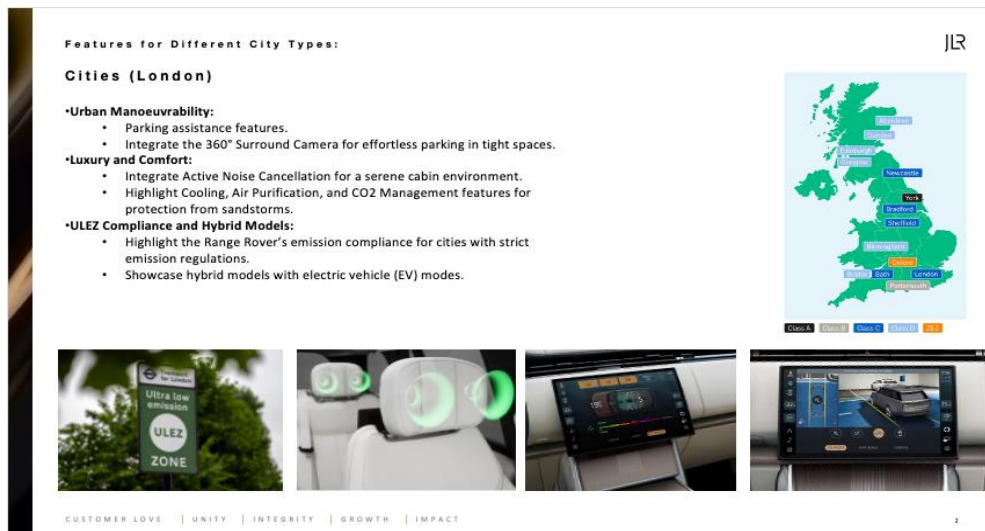
Tools & Skills: Personalisation rules; content modelling; stakeholder presentation.

Keywords (ATS): rules-based personalisation; content variants; dynamic modules; relevance mapping.

5) Webpage Optimisation & Marketing Landing Pages (Rotation 2)

Summary: Refined product-page sticky navigation and implemented condensed assets to reduce scroll depth; created CTA-focused PPC landing page mock-ups.

Context: Site optimisation tasks across Jaguar/Land Rover web properties.

Role: UX/Content optimisation; mock-up creator.

Problem/Goal: Improve navigation clarity and drive conversions with tighter, more scannable pages.
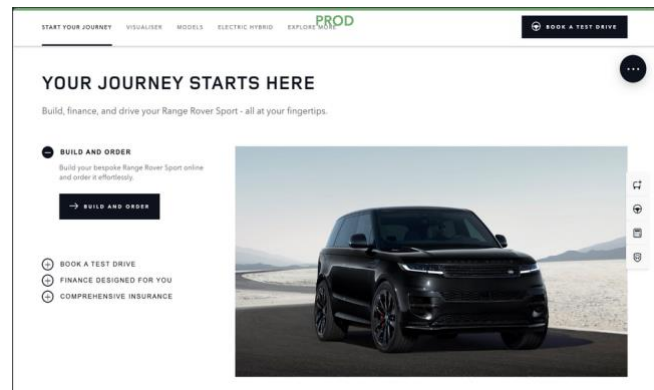
Approach:

- Researched sticky-nav behaviour; recommended persistent wayfinding.
- Condensed multi-info assets to reduce page length and improve scanability.
- Built PPC landing mock-ups with clear hierarchy and prominent CTAs.

Results & Impact: Delivered optimised structures and assets for implementation; aligned with ongoing content updates (including large retailer updates).

Tools & Skills: AEM (authoring); Figma (mock-ups); UX copy; information architecture.

Keywords (ATS): IA; sticky navigation; CTA optimisation; landing pages; AEM.

Academic & Personal Projects

6) Coventry Digital Suite — Student Portal Prototype (Individual Project)

Summary: Built an interactive web prototype (HTML/CSS/JS) to unify tasks like grades, timetables, document requests and notifications; ran a survey comparing old vs prototype journeys.

Context: Final individual project; pivoted from Figma to a working mini-web app to get more realistic feedback.

Role: Solo designer-developer-researcher (prototype + survey + analysis).

Problem/Goal: Reduce fragmentation across university systems; improve usability and task efficiency.

Approach:

- Built live prototype (GitHub Pages) with dynamic widgets and simplified navigation.
- Designed a survey capturing perceptions of current vs prototype experience; analysed responses.
- Results & Impact: Prototype overall usability averaged **4.64/5** vs the old portals' low-to-mid **3/5**; top-rated feature was Unified Navigation.

Tools & Skills: HTML/CSS/JS; usability heuristics; survey design; data analysis.
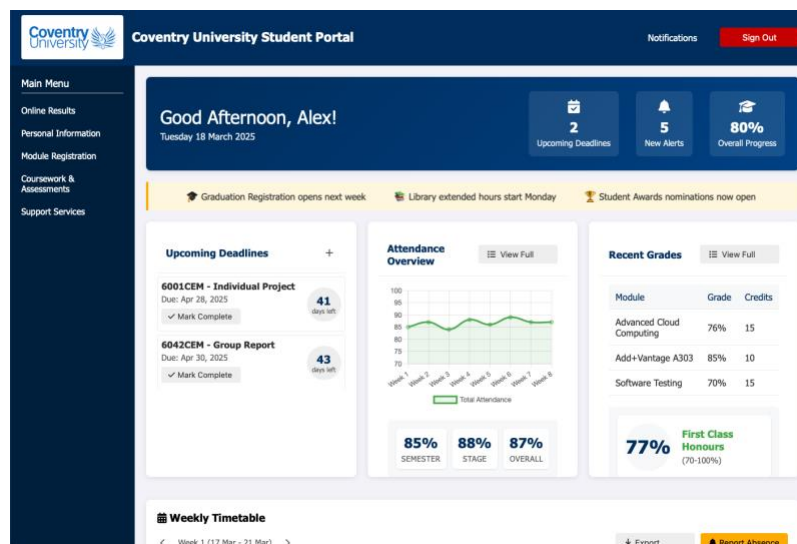
Keywords (ATS): front-end prototype; usability testing; information architecture; portal consolidation.

7) HR Analytics Dashboard — Power BI (Coursework)

Summary: Designed a star-schema and built a Power BI dashboard to surface HR KPIs (headcount, attrition, DEI views) with DAX measures and slicers.

Context: Coursework in people analytics and BI.

Role: Analyst-developer (data modelling, DAX, visuals, documentation).

Problem/Goal: Provide leaders with an interactive, self-service view of HR metrics and segmentation.
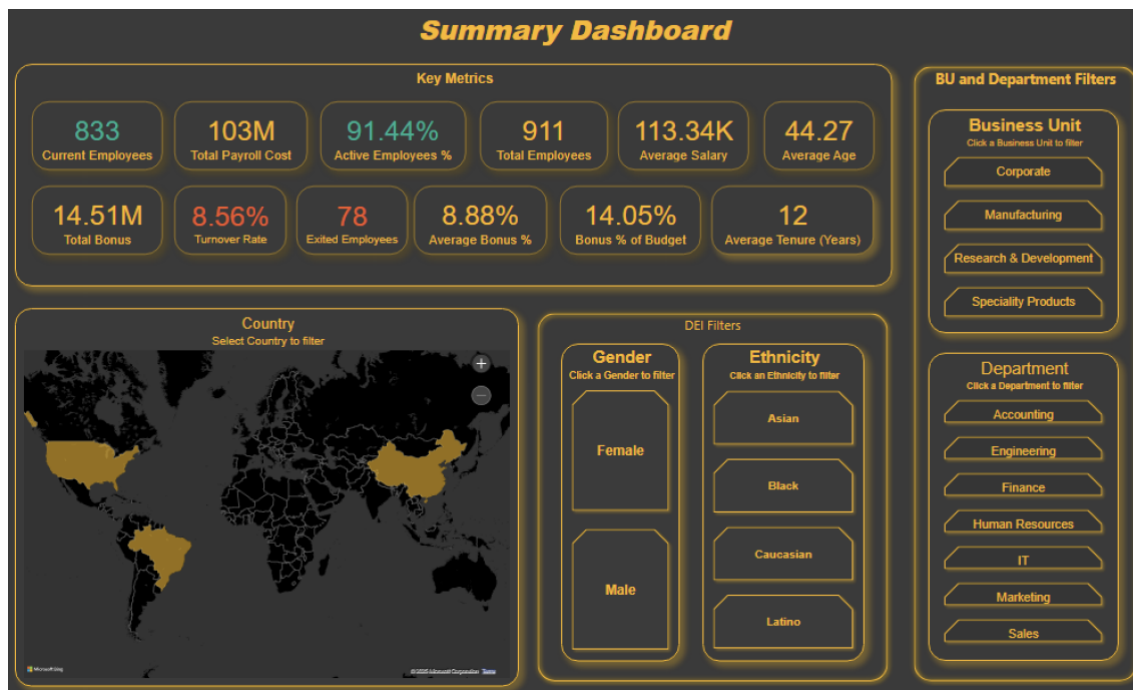
Approach:

- Normalised source tables into a star schema; authored core DAX measures.
- Built interactive report pages including a Diversity view and drill-downs.

Results & Impact: Clear KPI views and slice-and-dice analysis enabling better HR decision support.

Tools & Skills: Power BI; DAX; data modelling; data storytelling.
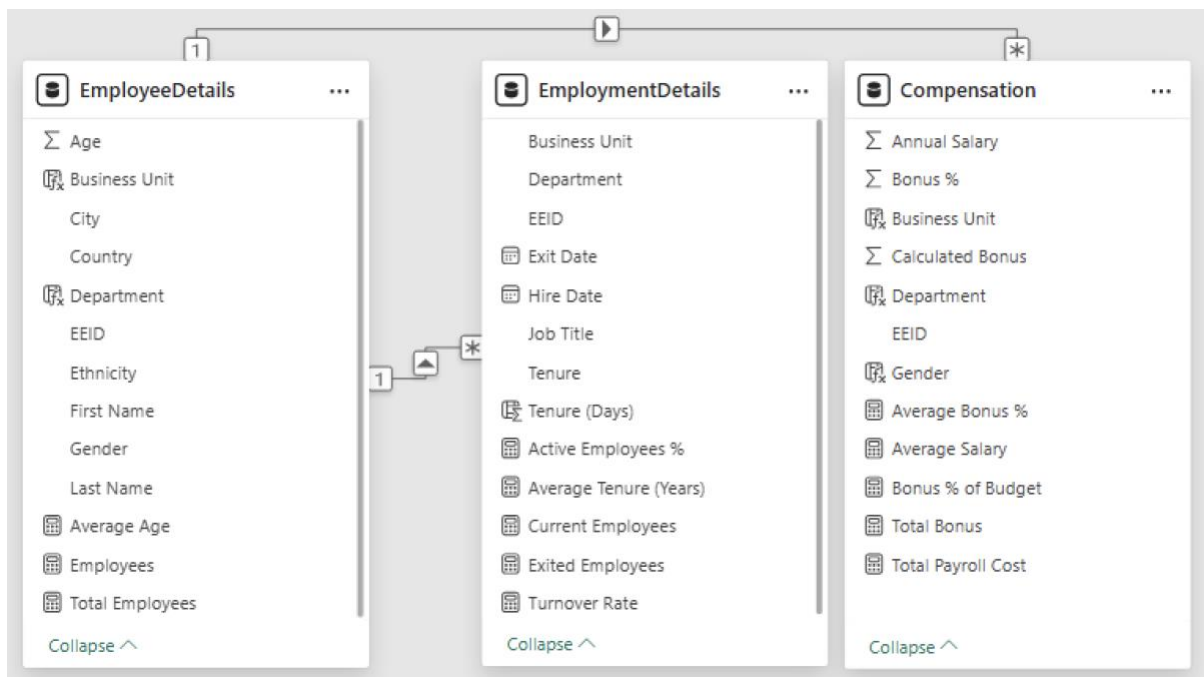
Keywords (ATS): Power BI; star schema; DAX; HR analytics; KPI dashboards.

8) Discrete-Event Simulation — Hospital Flow (Simul8/Excel)

Summary: Modelled patient flow to test bottleneck and staffing scenarios; achieved average system time ~96 minutes with 86% of patients under 150 minutes and zero lost patients in the reported scenario.

Context: Operations research & simulation coursework.

Role: Modeller/analyst (process mapping, parameterisation, scenario testing).

Problem/Goal: Identify improvements to reduce waiting time and prevent patient loss at peak.

Approach:

- Built a queueing model; varied resources and arrival rates; captured throughput and waits.
- Analysed distributions and compared baseline vs improved scenarios.

Results & Impact: Demonstrated substantial improvements in time-to-treatment and elimination of patient losses in the final scenario.

Tools & Skills: Simul8, Simulation modelling; Excel; capacity planning.

Keywords (ATS): simulation; queueing; capacity planning; scenario analysis.

9) Cloud Security Lab + BCP/DR (Hands-on)

Summary: Set up isolated Windows/Debian virtual machines, configured networking, and used Wireshark/Nmap to investigate SMB behaviour on an internal host; then documented a concise Business Continuity & Disaster Recovery plan (RTO/RPO targets) with a simple network topology.

Context: Practical security/networking exercise followed by continuity planning for a small, multi-branch hotel scenario.

Role: Solo implementer and analyst (VM setup, packet capture, enumeration, documentation).

Problem/Goal: Diagnose connectivity/SMB access behaviour in a lab environment and outline recovery targets for critical services.

Approach:

- Built Windows & Debian VMs; configured host-only network (e.g., 192.168.56.x).
- Captured traffic with Wireshark and probed services with Nmap; identified SMB/NetBIOS behaviour on the internal host.
- Produced a short BCP/DR outline: roles, comms, backups, and recovery targets (e.g., RTO ~1 hour, RPO ~15 minutes); illustrated star/ring topology for resilience.

Results & Impact: Clear steps for reproducing and investigating the SMB issue; straightforward continuity playbook for rapid recovery and minimal data loss in a small-scale setting.

Tools & Skills: VirtualBox/VMs; Windows/Debian admin; Wireshark; Nmap; security documentation.

Keywords (ATS): Wireshark; Nmap; SMB; Debian/Windows VMs; BCP/DR; RTO; RPO; network topology.

Placement Feedback (JLR)

Performance Assessment — Supervisor Reviews

Manager quotes (excerpts):

James Dexter (Rotation 1): "Taha has made a **strong start** to his placement at Jaguar Land Rover… [he] has produced **high quality work repeatedly**."

Ffion Chapman (Rotation 2): "He confidently **shares his ideas**… explains **data-backed decisions** clearly… takes on feedback positively and **challenges in a polite manner**."

Full reviews and screenshots are available on request.

Scores at a glance (Supervisor):

Skill	1st review	2nd review
Self-management	5	5
Managing tasks	4	5
Communication	5	5
Relationships	4	3
Applying knowledge & skills	4	4
Initiative	5	5
Reflection & development	3	4
Total (out of 35)	**30**	**31**

Supervisors: **James Dexter** (1st review) and **Ffion Chapman** (2nd review).

Creators' Code Recognitions

Summary:

Recognised by colleagues at Jaguar Land Rover under the **Creators' Code** for three behaviours — **Impact**, **Customer Love**, and **Integrity** — with specific comments on delivery quality, ideas, and reliability.

Recognitions (excerpts):

Impact — Samuel (Sam) Hannen

"Taha did a fantastic job in creating a presentation on Pulse survey results from a data set. The quality of the presentation was very high and of vital use to the Pulse project."

Customer Love — Ffion Chapman

"Taha has shown some great blue sky thinking, particularly on the weather personalisation project. His attention to detail and understanding of the product capabilities provides some great ideas we can hopefully implement on DX."

Integrity — Simge Sertbaş

"Thank you Taha for being such an easy-to-reach colleague and for preparing all the URLs we need for our campaigns with great care!"

Congratulations Taha

Samuel Sam Hannen has recognised you against the following Jaguar Land Rover Creators' Code behaviour:

Impact

Samuel Sam Hannen's comments:

Taha did a fantastic job in creating a presentation on Pulse survey results form a data set. The quality of the presentation was very high and of vital use to the Pulse project.

Ffion Chapman has recognised you against the following Jaguar Land Rover Creators' Code behaviour:

Customer Love

Ffion Chapman's comments:

Taha has joined the DX team on his 2nd undergraduate placement and has shown some great blue sky thinking, particularly on the weather personalisation project. His attention to detail and understanding of the product capabilities provides some great ideas we can hopefully implement on DX.

Simge Sertbas has recognised you against the following Jaguar Land Rover Creators' Code behaviour:

Integrity

Simge Sertbas's comments:

Thank you Taha for being such an easy to reach colleague and for preparing all the URLs we need for our campaigns with great care!