

# Rahul Hareendran

## Product Designer & User Experience Architect

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## Experience

### HFA DeFi Research

Nov 2023 → Present  
Nov 2022 → March 2023

El Cerrito, CA / Remote

#### Product Design Consultant

- Designed UX for [HFA Research](#)'s DeFi dashboard to [visualize blockchain ecosystem transactions](#) and money flow, used by 500+ (paid subscribers) Web3 analysts and investors.

### Kloudspot

March 2023 → Nov 2023  
Bangalore, India

#### Principal Product Design Consultant

- Designed UX for our [predictive analytics platform](#) to help airports and public spaces optimise operations and manage crowd.
- Designed a scalable and maintainable [space design framework](#) for our [digital transformation suite](#).

### MetroBank, UK

July 2021 → Oct 2022  
London, United Kingdom

#### Principal Product Design Consultant

- Designed UX for commercial banking, reduced support call volumes by 17%, rectifying major customer pain points by redesigning key user journeys and information architecture.
- Improved business origination and customer onboarding decline rate by 21% by [enhancing onboarding user experience](#).

### ila Bank

Dec 2019 → June 2021  
Manama, Bahrain

#### Principal Product Designer

- Established design processes and guided a design team of 8 designers, liaised with 5+ design agencies and creators.
- [Implemented the UX process](#) for [ila Bank's digital banking platform](#)
- Created [delightful experiences](#) that won 10+ awards including Red Dot Award, Global Finance Middle East's Best UX Design, Seamless' Best Banking Experience award, and Transform MEA award.
- Implemented UX for a fully digital onboarding [in less than 5 mins](#).

### DH Anticounterfeit

May 2018 → Dec 2019  
Halmstad, Sweden

#### Lead Product Designer

- Created UX for [CaseMate, for brand protection](#) used by 60+ clients such as Daimler, Volkswagen, PVH, Sony & Superdry.
- Built the [insights engine](#) and increased website take-downs by 40% and marketplace listing take-downs by 34%

### Consulting

May 2017 → Apr 2018  
Bangalore, India

#### Lead Product Design Consultant

- Built UX and UI for [ICICI Bank's banking app](#). Improved the app store ratings to 4.6/5 from 4.1/5 in 3 months of launch.
- Overhauled UX and UI for [HDFC Bank car loans](#), decreasing the drop-off/abandonment rate by 9%

### BigBinary

Aug 2014 → May 2017  
Miami, FL / Remote

#### Staff Product Designer

- Implemented UX, and UI for the compliance manager solution, [AAPC Healthicity](#) involving 10 key tools for compliance.
- Implemented UI and Front-end for [UL Solutions' Markshub](#), [UL Go](#), and [UL Verify](#), servicing more than 1,500 standards.

### Bang the Table (Granicus)

May 2010 → July 2014  
Melbourne, Australia  
/ Remote

#### Staff Product Designer & Front-end Lead

- Designed UX, UI for [EngagementHQ](#) which increased engagement by 28% across tools like Q&A, forums and surveys.
- Implemented a [front-end branding framework](#).

### Beehively

Aug 2008 → Apr 2010  
Ahmedabad, India

#### Staff UI Designer & Front-end Engineer

- Designed UI/UX and Front-end framework for school management software, [Beehively](#) connecting parents, teachers, and students of 100+ public and private schools in the U.S.

## Skills

### About

Product designer and User Experience Architect with 15+ years' experience. Process involves lean UX design practices based on user centric design, focused on my clients' business goals and the user needs.

### Hard Skills

Product Design, User Experience Research, Product Strategy, Competitor Analysis, Strategic Planning, Stakeholder Interviews, User Interface Design, Interaction Design, Information Architecture, Design Systems Management, Wireframing, Rapid Prototyping, Usability Testing, A/B Testing, User Interviews, Thematic Analysis, User Journey Mapping, Heuristic Analysis, Contextual Inquiries, Analytics Review, Agile Methodologies.

### Tech Skills

Figma, Sketch, Miro, Invision, Maze, Google Analytics, PowerBI, Lookback, UserTesting, Mouseflow, Userpilot, UXCam.

## Education

### B Tech - Computer Science

Government Engineering College, Thrissur, India

### Human-Computer Interaction, UC San Diego

Coursera, Online