

# RAHUL HAREENDRAN

PRODUCT DESIGNER / USER EXPERIENCE DESIGNER



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🌐 rahulmax.com

I'm Rahul, a product designer with **12+ years** experience. I solve problems that affect people, by designing and creating products that make an impact. My core strengths are **user experience design, UI design** and **interaction design**.

I think the big picture, empathize with the user and get hands-on with the codebase. Deep user empathy, getting things done and versatility are my greatest virtues.

My process involves lean UX design practices based on user centric design, focused on my clients' business goals and the user needs. I research, document, prototype, test, iterate, design and deliver. More about my design process: [rahulmax.com/my-process](https://rahulmax.com/my-process)

I currently work at **ila Bank** in Bahrain, where I create delightful experiences for our **60,000+** banking customers. We won **Seamless** Best Banking Experience award, **Transform MEA** award and have a rating of **4.7 / 5** on Apple and Android app stores.

## KEY SKILLS



Human-centred Design



User Research



High Fidelity Prototyping



Responsive UI Design



Wireframing & Rapid Prototyping



Usability Testing

## EXPERIENCE

### **ila Bank** Principal UX/UI Architect

ilabank.com

Dec 2019 → Present

Built the entire UX, UI and DSM for the ilabank banking app ecosystem and built a design team, process and workflow from ground up. Prototype: [go.rahulmax.com/ilabank](https://go.rahulmax.com/ilabank)

- Created UX for a fully digital onboarding in < 5 mins.
- Built UX for credit cards, savings, transfers, accounts and card dashboards
- Built personalized savings products such as Jamiyah, Hassala, fixed term deposits etc.

Credit Cards

[go.rahulmax.com/cards](https://go.rahulmax.com/cards)

Term Deposits

[go.rahulmax.com/deposits](https://go.rahulmax.com/deposits)

Community Savings

[go.rahulmax.com/jamiyah](https://go.rahulmax.com/jamiyah)

## EXPERIENCE

**DH Anticounterfeit UX/UI Architect**

May 2018 → Dec 2019

dhanticounterfeit.com

- Created UX for CaseMate, case management tool for brand protection
- Created the UI and DSM for Casemate [dhanticounterfeit.com/solutions](https://dhanticounterfeit.com/solutions)
- Created a new front-end framework for Casemate

**StillVibes Co-founder**

Apr 2018 → Ongoing

stillvibes.com

- Designing, developing, and prototyping a consumer wearable device
- Finalist for IIT-Bombay's Ten Minute Million, Luxembourg's Fit4Start, and Queensland's HotDesQ programs

**Consulting Lead Product Designer**

May 2017 → Apr 2018

screenroot.com / synergylabs.in / fuzzie.com.sg

- UX for banking and fintech for ICICI Bank, HDFC Bank & Edelweiss [edelweiss.in](https://edelweiss.in)
- UX/UI for Fuzzie, a gifting and rewards app [fuzzie.com.sg](https://fuzzie.com.sg)
- Design for products such as SleepX Mattress, Karix Mobile [sleepx.com](https://sleepx.com)

**BigBinary Lead Product Designer**

Aug 2014 → May 2017

bigbinary.com

- Created a custom front-end responsive framework for the compliance manager solution, AAPC Healthicity [healthicity.com](https://healthicity.com)
- Redesigned UX for elderly care management app, CareGeneral [caregeneral.com](https://caregeneral.com)
- UX, Visual Design and front-end for NumberF [numberf.com](https://numberf.com)
- Built UI and Front-end for the Real estate agent platform, AgentInbox [agentinbox.com](https://agentinbox.com)
- Built UI and Front-end for UL.com's Markshub, Go, Verify [ul.com](https://ul.com)
- Built UX, UI and Front-end for smart car tracking app, AutoBrain [autobrain.com](https://autobrain.com)
- UX/UI/Front-end development DataScale, Rooster, TextBehind etc.

## CASE STUDIES

- NumberF - [bigbinary.com/case\\_studies/numberf](https://bigbinary.com/case_studies/numberf)
- CareGeneral - [bigbinary.com/case\\_studies/caregeneral](https://bigbinary.com/case_studies/caregeneral)
- Healthicity - [bigbinary.com/case\\_studies/healthicity](https://bigbinary.com/case_studies/healthicity)

## EXPERIENCE

**Bang the Table** UX Designer, UI & Front-end Lead  
bangthetable.com

May 2010 → July 2014

- Designed the entire EngagementHQ's UX, UI and Front-end [engagmenthq.com](http://engagmenthq.com)
- Built a front-end theming framework for EHQ
- Designed experiences for 12 major EHQ rebrands for State Governments
- Responsible for AA certification for EHQ from Vision Australia

**Beehively** Front-end & UX/UI Designer  
beehively.com

Aug 2008 → May 2010

- Visual Design and Front-end for Beehively - [beehively.com](http://beehively.com)
- Responsible for accessibility AA certification for Beehively
- Built UI and Front-end for Insightify - [insightify.com](http://insightify.com)

## EDUCATION

**Government Engineering College, Thrissur** 2002–2006

BTech, Computer Science &amp; Engineering

**Coursera HCI** 2013

Human Computer Interaction (HCI)

## REFERENCES

**Kishan Sunder**Senior Vice President  
ila Bank**Neeraj Singh**Founder / CEO  
BigBinary**JoAnn Ponce**Co-Founder / Advisor  
StillVibes**Niket Patel**Director  
Beehively**Karthik Reddy**CTO / Director  
Bang the Table**Unnikrishnan KP**CTO  
Fuzzie