




Syed Raza

LEAD DESIGNER
(SERVICE, PRODUCT & UR)

 +44 751 867 6499

 syedraza301120@gmail.com

 www.syedux.com

SERVICE & PRODUCT DESIGN

- Agile methodology
- Ideation workshops
- Prototyping
- Prototype testing
- Stakeholder management
- Stakeholder mapping
- Journey mapping
- Service blueprint
- Decision tree
- Process Flows
- Storyboards
- Business model canvas
- Design Principles
- Empathy mapping
- GDS guidelines
- Design Documentations
- Confluence
- Data Visual Artefacts

PROFILE

As a seasoned Lead UX Consultant with over a decade of experience in the User Experience industry. My career spans across various sectors including UK public service sector, IT, communication, finance, banking, healthcare, startups and telecommunications. My passion lies in leveraging design principles to enhance user experiences and drive meaningful outcomes for organisations. Highly enthusiastic about connecting with end-users and conducting research to identify real pain points, which drives informed design decisions that ultimately lead to intuitive, interactive and delightful products and services.

WORK EXPERIENCE


LEAD SERVICE DESIGNER

DWP, UK - Mar 2023 - June 2024


As a Lead Service Designer and Product Designer at DWP, I played a pivotal role in the Service Modernisation Programme, one of the UK government's most significant initiatives aimed at transforming public services.

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USER RESEARCH

- UR Planning
- UR Workshops
- Contextual interviews
- 1:1 Interviews
- Surveys
- Focus group
- Ethnographic research
- User journey mapping
- Empathy Mapping
- Personae
- Usability testing
- A/B testing
- Click testing
- Card sorting
- Tree testing
- GDS guidelines
- Discussion Guide
- Persona Mindsets
- Pen Portraits
- Data Synthesis
- User Story Creation
- Overseen UCD team activities and ensuring excellence in service design practices
- Developed and executed comprehensive service design strategies, aligning with organisational goals and user needs
- Championed the integration of UCD principles across projects, enhancing user satisfaction and service usability
- Led the ideation, prototyping, and testing phases of service design projects, driving innovation and continuous improvement
- Managed stakeholder engagements, effectively communicating service design visions and securing buy-in from senior management
- Supported UR with user research and synthesised findings to inform design decisions
- Monitored and reported on the impact of implemented services, using data-driven insights to inform future designs
- Developed and iterated comprehensive Service Blueprint Map to drive key areas for enhancement and future road map
- Championed a culture of design thinking within the organisation and advocating UCD approach
- Agile methodologies to streamline project workflows, enhance team productivity, and ensure timely delivery of design projects
- Worked in cross-functional teams in Agile sprints, facilitating scrum ceremonies to ensure project alignment with organisation's goals
- Defined product requirements, prioritised features, and manage the product roadmap to deliver innovative solutions that meet customer expectations and business goals

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UX TOOLS

- Miro
- Mural
- Lucid
- Figma
- Sketch
- Axure RP
- Heroku APP
- Adobe XD
- Adobe illustrator
- Adobe photoshop
- Userzoom
- Ustesting.com
- UXPressia
- Figjam

CERTIFICATIONS

- Certified Scrum Alliance
Product Owner

LEAD USER RESEARCHER

DCMS, UK - Dec 2022 - Mar 2023

As the Lead User Researcher, I have been involved in every aspect of the research process, from planning to conducting and presenting outcomes to key stakeholders.

- Conducted user research to uncover insights from stakeholders
- Developed stakeholder mapping to identify and analyse key stakeholders and their roles within the organisation
- Created an engagement plan for DCMS based on stakeholder interviews conducted as part of the stakeholder mapping deliverable, ensuring effective communication and collaboration with key stakeholders within the organisation
- Conducted directorate skill assessment to evaluate the skills and competencies of different directorates within the department
- Developed personae to represent different types of users and their needs, behaviours, and goal
- Led the research team and collaborated with cross-functional teams to ensure research findings informed decision-making
- Conducted both qualitative and quantitative research methods such as user interviews, surveys and workshops
- Analysed and synthesised data using various tools and methods
- Playback findings to stakeholders and team members through presentations, and workshops
- Developed and maintained strong relationships with stakeholders

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ADDITIONAL SKILLS

- Google analytics
- Wordpress development
- Video editing
- Heatmaps
- Podcast production
- Data visualisation

INTERESTS

- Reading
- Writing
- Swimming
- Combat Sports
- Badminton
- Personal Development
- Mindfulness
- Meditation
- Travelling

REFERENCES

- References Provided Upon Request

DESIGN LEAD (SERVICE DESIGNER)

Dept of BEIS, UK - Aug 2022 - Dec 2022

- Led and moderator pre research workshops & sessions
- Recruited and conducted 1:1 research interviews & usability testing
- Generated evaluative & quantitative data
- Synthesised data into key themes, insights & opportunities for design decisions
- Developed User Journeys and proposed innovative solutions for service cycle end points
- Validated iterated Figma designs and concept to ensure alignment with key findings and insights
- Validated User Journey & Service Blueprint map
- Facilitated ideation & UR workshops
- Mapped out service flows artefacts
- Developed End to end service blueprint mapping
- Ran retrospective sessions with team
- Worked alongside engineers and product managers throughout all stages of the phases
- Used Agile design practices to deliver Alpha & Beta phase solutions
- Demonstrated and validated design decisions to the key stakeholders for Alpha & Beta phase
- Streamlined research processes to meet tight deadlines for Alpha & Beta Phase


SENIOR USER RESEARCHER


The Met Office, UK - Apr 2022 - Jul 2022


- Identified quantitative & qualitative research goals
- Led & guided junior researchers activities
- Led user interviews, usability testing and quantitative user testing methods

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- Defining user scenarios and stories
- Designed, setup and interpreted unmodified research studies
- Translated users findings & insights into effective Mobile UI Figma design solutions
- Demonstrated sprint research reports & design solutions to the stakeholders
- Liaised with SME's to ascertain specific organisation's requirement and goals
- Collaborate with agile, multi-disciplinary teams to evaluate proposed features and create phased approaches for new concepts & ideas

SENIOR USER RESEARCHER

Cabinet Office, UK - Mar 2022 - Apr 2022

- Conducted the research planning workshop
- Created the interview discussion and best practices guide
- Communicated with senior UK government stakeholders from different departments to organise research sessions
- Conducted 50 interviews with participants within a 2-week timeframe
- Synthesized researched data and findings into qualitative insights
- Demonstrated user journey mapping & detailed personas as the outputs of the research project to the Cabinet Office

SENIOR SERVICE DESIGNER

BT Global, UK - Aug 2021 - Dec 2021

- Defining user scenarios and stories
- Designed, setup and interpreted unmodified research studies
- Translated users findings & insights into effective Mobile UI Figma design solutions
- Demonstrated sprint research reports & design solutions to the stakeholders
- Liaised with SME's to ascertain specific organisation's requirement and goals
- Collaborate with agile, multi-disciplinary teams to evaluate proposed features and create phased approaches for new concepts & ideas

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SENIOR SERVICE DESIGN CONSULTANT

DFE, UK - Nov 2020 - Apr 2021

- Defined and drove the service design vision and strategy
- Analysed researched data and conducted data workshops
- Conducted interviews with diverse group of users
- Facilitated Ideation workshops
- Synthesised user's data to find best outputs as deliverables to inform design decisions
- Delivered Service Blueprint Maps & Business Model Canvas
- Used research outputs to complement service blueprints and service models
- Collaborated with subject matter experts
- Contribution to design ideas and ideation workshops
- Carry out design update and make recommendations
- Create wireframe and prototypes, working with content designers and researchers
- Contribute to the creation of user flows and customer journey maps
- Communicate design ideas and prototypes to developers

SENIOR UX AND PRODUCT DESIGNER

Dell, Ireland - Sep 2018 - Aug 2020

- Led all aspects of user experience from research through to design & development
- Defined and championed a customer-centric design philosophy
- Mobilised discovery workshops, conducted A/B tests, and advocated for user-centered design resulting in increased client satisfaction


UX & PRODUCT DESIGNER


HSBC, UK - Sep 2016 - Aug 2018


- Collaborated with multi-disciplinary teams to transform their digital projects
- Facilitated workshops and ideations sessions
- Used various research methods
- Instituted interactive design practices based on user feedback
- Designed brand user experience strategy that aligned with brand guideline objectives
- Develop high-level storyboards, prototypes and mock-ups to effectively demonstrate interaction design ideas to product team

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UX / UI DESIGNER

Ulster Bank, Ireland – Mar 2015 – Jul 2016

- Translate customer insights into UX design experience
- Assist Head of UX in developing and communicating brand/visual style guidelines and standards Facilitate weekly design audits
- Create insightful workflows and simple solutions to complex interaction design problems
- Assist UX Director in developing and communicating brand/visual style guidelines and standards
- Designing high and low fidelity working prototypes for web features
- Designing UX for style.com iPad and mobile web interface, including language options to accommodate international corporate users
- Organise stakeholder meetings, 1 on 1 user interviews both in-person and usability tests
- Work closely with SME to inform and educate UX best practices

UX DESIGNER

IPHA Irish Pharmaceutical Healthcare Association,
Ireland – Feb 2013 – Jan 2015

- Redesigned the web app for pharmaceutical clients
- Discovery and planning workshops
- Conducted user research to understand user needs
- Wireframing and prototyping to improve usability of web app