



# Syed Raza

## Lead Designer

Service, Product & UR



+44 751 867 6499



syedraza301120@gmail.com



www.syedux.com

### USER-CENTRED DESIGN

- Agile methodology
- GDS Guideline & Principles
- Prototype & testing
- Stakeholder management
- Stakeholder mapping
- Journey mapping
- Service blueprint
- Decision tree
- Process Flows
- ServiceNow & ITIL 3/4
- Storyboarding
- Business model canvas
- Empathy mapping
- GDS guidelines
- Design Documentations
- Confluence
- Data Visual Artefacts

### PROFILE

As a seasoned Lead UX & Service Design Consultant with over fifteen years of experience, I specialise in enhancing user experiences across diverse sectors such as UK public services, IT, finance, healthcare, and telecommunications. My expertise lies in applying design principles to improve service delivery and achieve meaningful outcomes. Passionate about engaging directly with end-users, I conduct thorough research to uncover real pain points, leading to informed, impactful design decisions that create intuitive and engaging products.

### WORK EXPERIENCE

#### **LEAD DESIGNER (SERVICE & PRODUCT)**

**LSEG (London Stock Exchange Group), UK -**  
**Dec 2024 - Mar 2025**

*Led product design for LSEG's global account validation product, enabling instant bank account verification to ensure secure vendor payments. Collaborated with cross-functional teams to deliver a scalable, user-centric solution supporting global financial compliance and fraud prevention product.*

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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

- Facilitated workshops on customer journeys, proto-personas, and ideation.
- Delivered wireframes, interactive prototypes, and design specifications to support agile delivery.
- Supported secure, real-time account verification for global users.

### SENIOR UX CONSULTANT

HMRC, UK - Sep 2024 - Nov 2025

*The Digitisation of ISA project focuses on transforming the Individual Savings Account (ISA) management process by implementing advanced digital solutions.*

- Conducted comprehensive User Research to gather insights and understand user needs.
- Supported other UCD roles, fostering a collaborative environment and ensuring best practices.
- Engaged with and managed stakeholders effectively.
- Presented research findings to senior stakeholders, ensuring clear communication of key insights and recommendations.
- Utilised User Research data to formulate design hypotheses and inform critical design decisions, driving user-centric outcomes.

### LEAD SERVICE DESIGNER

DWP, UK - Mar 2023 - July 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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## UX TOOLS

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

## CERTIFICATIONS

- Certified Scrum Alliance  
Product Owner



- Oversaw UCD team activities and ensured excellence in service design.
- Championed UCD integration to improve user satisfaction and usability.
- Managed stakeholder engagements and communicated design visions to secure senior management buy-in.
- Data drive insights to inform future design decisions.
- Developed and iterated Service Blueprint Maps to identify areas for enhancement and future roadmaps.
- Fostered a culture of design thinking and advocated for the UCD approach.
- Facilitated workshops & collaboration in cross-functional teams ensuring alignment with organisational goals.

## 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.*

- Created an engagement plan for DCMS based on stakeholder interviews conducted as part of the stakeholder mapping deliverable
- 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
- Playback findings to stakeholders and team members through presentations, and workshops

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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

### UCD LEAD (SERVICE DESIGNER)

Dept of BEIS, UK - Aug 2022 - Dec 2022

- Planning & conducting UR Sessions
- Synthesised data into key themes & Insights
- Developed User Journeys and proposed innovative solutions for service cycle end points
- Validated iterated Figma designs and concept
- Validated User Journey & Service Blueprint map
- Facilitated ideation & UR workshops
- Mapped out service flows artefacts
- Developed End to end service blueprint mapping
- Used Agile design practices to deliver Alpha & Beta phase solutions

### SENIOR USER RESEARCHER

The Met Office, UK - Apr 2022 - Jul 2022

### SENIOR USER RESEARCHER

Cabinet Office, UK - Mar 2022 - Apr 2022

### SENIOR SERVICE DESIGNER

BT Global, UK - Aug 2021 - Dec 2021

### SENIOR SERVICE DESIGN CONSULTANT

DFE, UK - Nov 2020 - Apr 2021

### SENIOR UX AND PRODUCT DESIGNER

Dell, Ireland - Sep 2018 - Aug 2020

### UX & PRODUCT DESIGNER

HSBC, UK - Sep 2016 - Aug 2018

### UX / UI DESIGNER

Ulster Bank, Ireland - Mar 2015 - Jul 2016