



+31 63 00 66 539

rawztahir@hotmail.com

rawztahir.com

linkedin.com/in/rawztahir

Utrecht, The Netherlands

RAWAZ TAHIR

SENIOR UI DESIGNER

PROFILE

Creative and detail-oriented designer, with a sixth-sense for understanding customer needs. Fascinated by the latest design trends and digital applications. Eager to progress my career in digital content development and building appealing solutions. Looking to work with a company that embraces a deep understanding of good design practices, has the right culture to get the best out of their employees through hard work, and rewards by providing opportunities for growth.

KEY SKILLS

- Proficient in in User Centred Design and fundamental design tools to produce pixel-perfect content.
- Translating research and analytics insights into concepts that make complex experiences simple, intuitive, and beautiful.
- 5+ years experience in broad areas of digital design, including research, Interaction Design and Visual Design.
- Excellent ability to successfully interpret client requirements to produce visually appealing solutions using prototyping and wireframing tools.
- An organised, methodical, logical approach with strong problem-solving skills and technical insight.
- Effective communication and collaboration skills - with teams, stakeholders and contractors.
- Proven ability to handle multiple projects and deliver under pressure.

WORK EXPERIENCE

Senior UI Designer Three | Reading [hybrid], UK

April '21 - Aug '22

Working within two agile scrum teams to design and deliver world-class digital experiences for Three UK's web and mobile channels.

- Work closely with PO, UX and business stakeholders to turn complex requirements into user interface designs that are customer-focused, intuitive and accessible.
- Produce detailed wireframes and prototypes to be used for communicating design ideas, user testing, development and QA.
- Manage multiple design projects simultaneously while meeting deadlines working across commercial and support teams.
- Actively contributing to the design team by asking questions, giving feedback and collaborating with other UI Designers to build the design system.
- Work with the in-house agency to produce content and align campaigns across all channels and act as a creative authority within the agile teams.

SOFTWARE SKILLS



LANGUAGE SKILLS



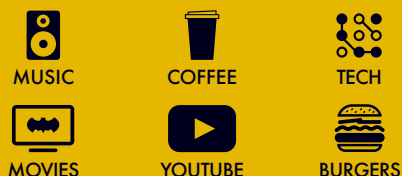
EDUCATION

Bachelor of Built Environment

The Hague University of Applied Sciences
The Netherlands | Sept. '08 - June '13

- Specialised in Architectural Design
- Won "Best Thesis" Award

HOBBIES



UX/UI Designer Freelance | Guildford, UK

July '20 - April '21

Leading the development of a web application focused on the travel industry.

- Rebrand and scale of web application
- Direct management of three overseas web developers
- Conduct Quality Testing and feedback to developers.
- Producing custom artwork, including custom maps, marketing materials, icons etc.
- Conduct (remote) usability testing and workshops.
- Successfully maintain multiple client relationship.
- Working with third-party vendors to integrate several API's.

Web Designer Design Film Digital Solutions | Guildford, UK

March '19 - July '20

Creating products that are user-friendly, effective and visually brilliant.

- Producing high quality and complex prototypes and managing developers to implement design and features.
- Successfully implement agile tactics and improve development processes.
- Creating wireframes with to discuss concepts with stakeholders.
- Using Wordpress themes to design websites and customising with HTML5, CSS3 and JavaScript.
- Producing custom content, including artwork, marketing materials, logos and icons.
- Producing explainer videos and tutorials.
- Meeting with clients to discuss requirements and project progress.
- Managing multiple projects and clients.
- Producing polished time-lapse videos for big names, including Samsung, XUL Architects, Portview, Clivedale, Royal Mail, 20.20, Cimbrone Developments, etc.

Marketing Asset & Design Executive Autodata | Maidenhead, UK

Aug. '18 - Dec. '18

Manage and create digital and offline marketing artwork within the Brand Guidelines, while successfully updating the visuals to a higher aesthetic quality.

- Successfully create and edit visual for use across paid media channels, including social, programmatic display and print adverts.
- Take briefs from the Campaigns and Communications executives and create suites of on-brand assets including animated gifs, static social images and print adverts.
- Create compelling and engaging imagery with clear CTAs.
- Update and enhance brochures and sales documents for use at exhibitions.
- Project manage external agencies to ensure print deadlines are met.
- Liaise with stand production companies to ensure creative accuracy in exhibition stand design.
- Work with translation agency to produce various language versions of creative assets.
- Collaborate accross departments on larger shared marketing projects.

UX/UI Designer Seffery Delivery | Erbil, Iraq

July '17 - Jan. '18

Designed complete UX, including interface, branding, visual assets and while managing development process.

- Successfully designed a way for customers and clients to interact with delivery services without the need for an address, but rather relying on GPS coordinates.
- Wire framing and production of necessary visual elements required to communicate and develop the platform.
- Designed company logo and produced brand identity, including various illustrations and marketing materials.

Architectural Designer 2R Design Studio (later Pentadam) | Sulaymaniyah, Iraq

Nov. '13 - July. '17

Startup of an Interior and Architectural Design Studio in the Kurdistan region of Iraq. Delivered projects to clients in multiple sectors, with ownership from concept to completion.

- Created and implemented a company design strategy that focuses on redesign and reuse of buildings, including apartments, showroom and several private houses.
- Responsible for interpreting client briefs, communicating design concepts, and analysing design alternatives.
- Defining project scope, work schedule with clien and present tailored design solutions.
- Using design software to prepare detailed concepts, diagrams, plans drawings and renderings.
- Working closely with contractors and suppliers to successfully implement design renderings and realistic budgeting.
- On-site problem-solving in order to continue project implementation.
- Work with local university to guide and evaluate student's work, organise exhibitions and contribute to course material at the Department of Architecture.