



📍 Utrecht, NL

📞 +31 63 00 65 39

✉ hi@rawaztahir.com

🌐 rawaztahir.com

🌐 linkedin.com/in/rawaztahir

LANGUAGE

Dutch	English	Kurdish
Fluent	Fluent	Native

SKILLS & TOOLS

- > Wireframing/Prototyping
- > Design Systems
- > User-Centered Design
- > Design Thinking
- > Interaction Design
- > Visual Design
- > Information Architecture
- > AI/Conversational UX
- > Forms & Chatbot Design
- > E-commerce
- > Responsive Design
- > Native App Design
- > Front-end (HTML5/CSS3/JS)
- > Agile Scrum

EDUCATION

Bachelor of Built Environment

The Hague University of Applied Sciences | 2008 - 2013

🎓 Specialized in Architectural Design

🏆 Won "Best Thesis" Award

DESIGN LEAD

Rawaz Tahir

Design Leader with a track record of scaling systems, driving enterprise UX transformation, and building high-performing teams that deliver measurable impact. Expert in problem-solving, optimizing processes, aligning cross-functional teams, and delivering high-quality results under pressure. Currently leading an AI-driven product transformation, translating complex regulatory requirements into intuitive, user-centered experiences. Scaling the design system by integrating front-end workflows and driving enterprise UX strategy through user data, AI, and prototype-driven processes to deliver measurable business impact.

CORE STRENGTHS

Data-Driven

Data first approach to user insights to drive decision-making, identify opportunities for improvement, and deliver measurable results that align with organizational objectives

Problem-Solver

Breaks down complex problems into manageable parts, implements practical solutions, and monitors results to refine approaches for lasting improvements

Systems Thinking

Mapping interconnected user journeys and touchpoints, designing cohesive experiences that account for dependencies and optimize the entire ecosystem

Communication

Strong communication skills that ensure effective collaboration with teams, stakeholders, and contractors, fostering a productive and unified work environment

WORK EXPERIENCE

Lead UX Designer

Oct '24 - Present

Nextens - LexisNexis Risk Solutions | Amsterdam, NL

Leading UX strategy and managing UX team [6 fte] for tax compliance solutions, managing cross-functional design initiatives and spearheading AI initiatives and design system transformation.

- Leading "Tex," an intelligent AI assistant focused on tax and regulatory content, while coaching designers to deliver consistent, user-centered conversational experiences
- Establishing comprehensive design system processes and component libraries, significantly improving design-development collaboration, UI consistency and WCAG compliance
- Pioneering prototype-driven product development, enabling Product Managers to create interactive prototypes that translate complex regulatory visions into testable concepts for ideation
- Leveraging GitHub Copilot and establishing UI Engineer role within UX team, bringing front-end component development capabilities directly into design workflows and deliver ux enhancement without direct roadmap impact
- Mentoring UX team members and coaching stakeholders to establish user-centered processes to deliver features that meets both compliance standards and user experience expectations

Senior UX Designer

Nov '22 - Oct '24

Nextens - LexisNexis Risk Solutions | Amsterdam, NL

Successfully led the transition of the UX team by establishing structured processes and fostering culture of focused and efficient work. Implemented user-centered design strategies to enhance product development for complex data analytics platforms.

- Spearheaded the reorganization of the UX team, promoting collaboration and ensuring seamless communication across departments including data analytics and product teams
- Developed and implemented new UX processes and design thinking methodologies, reducing project turnaround times and improving overall project quality
- Overhauled the component library and initiated a Design System squad, significantly improving collaboration across design and development teams
- Facilitated cross-functional discovery workshops and design sprints, creating team blueprints and aligning UX objectives with business goals
- Mentored junior designers in practical UX design principles and user research methodologies, leading to enhanced team capabilities and career growth

Senior UI Designer

Apr '21 - Aug '22

Thee | Reading, UK

Worked with in-house agency to produce content and align campaigns across all channels, acting as creative authority within agile scrum teams.

- Delivered pixel-perfect digital experiences for Three UK's web and mobile channels, focusing on customer journey optimization for commercial and support journeys
- Produced detailed wireframes, prototypes, and service touchpoint mapping for communicating design solutions, user testing, development and QA
- Managed multiple design projects simultaneously while meeting deadlines, working across commercial and support teams with integrated data analytics workflows
- Actively contributed to established design system by collaborating with other UI Designers, conducting design reviews, and ensuring component consistency across digital products
- Collaborated closely with Product Owners, UX researchers, and business stakeholders to transform complex requirements into user interface designs that were customer-focused, intuitive and accessible

UX/UI Designer

Aug '20 - Apr '21

Freelance | Guildford, UK

Led development of web application focused on travel industry, managing end-to-end design process including service design and user research.

- Executed complete rebrand and scaling of web application, including customer journey mapping and service blueprint development
- Directly managed three overseas web developers and conducted Quality Testing with iterative feedback processes
- Produced custom artwork including custom maps, marketing materials, and iconography aligned with brand guidelines
- Conducted remote usability testing and facilitated stakeholder workshops to validate design decisions

Web Designer

Mar '19 - Jul '20

Design Film Digital Solutions | Guildford, UK

Created user-friendly, effective and visually compelling digital products with focus on agile development processes.

- Produced high-quality prototypes and managed developer implementation of design features using iterative development methodologies
- Successfully implemented agile tactics and improved development processes, reducing time-to-market for client projects
- Created comprehensive wireframes and design documentation to discuss concepts with stakeholders and facilitate workshop sessions