

TAHA AZHAR

Product designer with 10 years of expertise in user-centre design, specialising in fintech, payments, and Web3 . Proven track record of delivering high-impact solutions through data-driven design strategies, rigorous process optimisation, and measurable results. Passionate about crafting intuitive, scalable experiences that align business goals with user needs.

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Dubai, United Arab Emirates

EXPERIENCE

DUBAI GOVERNMENT - HHRC

Dubai, UAE

Lead Product Designer , Oct 2024 - Present

- Spearheaded end-to-end product design for a large-scale Utility Management System, serving key providers (Etisalat, Du, DEWA, FEWA, etc.) with automated reconciliation and payment approvals.
- Transformed complex financial workflows into an intuitive, high-efficiency dashboard, reducing manual processing time by 46% and improving approval accuracy.
- Collaborated with cross-functional teams (engineering, product, and stakeholders) to align the system with government compliance standards while ensuring scalability.

Synechron - ADIB Bank

Dubai, UAE

Sr. Product Designer , Sep 2021 - Sep 2024

- Worked on ADIB onboarding journey to reduce steps from 26 to 14 steps and designed a STP process by making the account opening process fully digital.
- Lead the research and usability testing of the new industry leading onboarding journey.
- I also focused on enhancing the transfers journey and implemented promo codes to offer users discounts and exclusive promotions. The outcomes were significant, a 50 percent increase in revenue, a 16 percent rise in new user acquisition, and over 1200 promo codes redeemed in the first quarter alone.
- Collaborated with stakeholders, developers, and designers to define project requirements, deadlines, and customer needs.
- Understood complex business goals, product and technical KPIs, and interaction design in order to create engaging and effective experiences.
- As a lead designer at Synechron, I oversee the interviewing and hiring process for designers across multiple projects, as well as coordinating design meet ups. these are my additional responsibilities beside my work in ADIB.

Xishe - TAMM APP

Abu Dhabi, UAE

Sr. UX Designer , Oct 2019 - Aug 2021

- Designed TAMM (Mobile App, Website) from grounds-ups, including primary research, ideation, wire framing, prototyping , final designs.
- Collaborated and worked with Senior Leadership to deliver the most value for end-users.
- Worked with Abu Dhabi Digital Design Authority to create and maintain Design Language System for TAMM ensure the design concepts can be scaled and unified across multiple teams.

SKILLS

Product Strategy
Design Thinking
UI - Visual Design
Interactive Prototyping
Journey Mapping
Persona Development
User Interviews
Information Architecture
Design Ops
Stakeholder Management

TOOLS

Figma
Sketch
Principle for Mac
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign

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Al Futtaim

Dubai , UAE

UI Designer , Jun 2016 - Sept 2019

- Led the end-to-end design and delivery for the E-commerce websites like Kiabi, Marks and Spencer, Reebok including strategy, responsive website, brand elements from the ground up.
- Delivered 2 step checkout steps for the E-commerce websites, streamlined checkout steps, cutting user drop-off by 35 percent and improving overall funnel efficiency.

The Idea Agency

Dubai , UAE

Digital Designer , Aug 2014 - Aug 2016

- During my time at Idea Agency, I was involved in conceptualising and designing various online materials, such as email campaigns, flash banners, and affiliate advertising-marketing campaigns.
- These projects were for leisure and travel clients, including notable brands like Philips, Thrifty, Ramada, Serta, King Koil, and others.

EDUCATION

BUCKS NEW UNIVERSITY

HighWycombe , UK

2013 - 2014

Master in Advertising

PAF KIET

Karachi, Pakistan

2006 - 2010

Bachelors of Arts, Communication Design

CERTIFICATIONS AND AWARDS

- Exceptional Contributor Award 2022 and 2024
- Scrum Master Certification 2022

ONLINE

www.tahazhar.com

www.linkedin.com/in/tahazhar

www.behance.net/tahaazhar

www.dribbble.com/tgreys