



Alaur Rahman (Rikon)
 Product Designer
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Education

MSc in Management • 2018 - 2019
 University of Hertfordshire
 Hatfield, United Kingdom

BBA in Management • 2009 - 2013
 National University of Bangladesh
 Dhaka, Bangladesh

HSC (BM) in Computer Operation
 2007 - 2009
 Bangladesh Technical Education Board
 Dhaka, Bangladesh

Skills & Tools

User Experience

User Interface

Design Systems

Prototyping & Wireframing

Interaction Design

User Flows & Journey Mapping

Accessibility

User Research & Usability Testing

Figma

Sketch

InVision

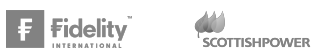
Adobe Creative Suite

Zeplin

HTML/CSS

WordPress

Clients



Product Designer with a strong focus on research-driven design, transforming complex problems into intuitive, user-centered solutions. I excel in delivering end-to-end designs that meet both user needs and business goals. Skilled in collaborating within agile environments, my work has been recognised for driving innovation and improving efficiency across diverse industries.

Experience

Digital Product Designer • Jan 2022 – Present
Accenture • London, UK

Worked across various industries, delivering impactful digital solutions for major clients including BP, Fidelity Investments, Scottish Power, and HMRC. My work spans user research, wireframing, UI design, prototyping, and user testing, collaborating closely with cross-functional teams.

PROJECTS

- **BP (BPme App):** Designed the end-to-end Pay for Fuel journey, focusing on seamless payment experiences and user interaction.
- **BP (Nexus):** Developed the GenAI concept for green energy, reducing workloads from weeks to minutes.
- **Fidelity Investments:** Designed and implemented the digital bereavement process to handle customer assets efficiently and sensitively.
- **HMRC (CDS Export):** Currently conducting user research and developing insight summaries based on project history to improve the UX of the Export Declaration Service.

ACHIEVEMENTS

- Pay for Fuel MFE design was highly appreciated by senior management of BP; it was adopted across multiple languages and locations, implemented globally in various countries.
- Digital automation of the Fidelity Bereavement process improved efficiency, making it quicker and more accessible for users.
- GenAI concept for Nexus has been praised for streamlining processes and innovation.

Product Designer • Sep 2019 – Jan 2022
CitizenMe • London, UK

Sole designer managing end-to-end product design for web and mobile applications. Identified opportunities, conducted research, wireframing, visual design, prototyping, and collaborated with both business and development teams.

ACHIEVEMENTS

- Designed features that positioned CitizenMe uniquely in the market and contributed to recognise as the 'only Zero Data app,' helping raise \$2M in investment in 2021.
- Translated product strategy into effective design solutions, driving significant business impact.

Freelance UI/UX Designer • Nov 2010 – Sep 2018
Freelance Marketplaces (Upwork, Fiverr, Envato)

Worked with diverse clients, delivering 200+ projects across freelance platforms. Clients include Caper.ai, LeadFuze, Nissan Motors, and Universal Weather and Aviation. Responsible for full-cycle design, from ideation to high-fidelity visuals and prototyping.

ACHIEVEMENTS

- Designed for Caper.ai, the world's first AI-powered shopping cart, which was acquired by Instacart for \$350M.
- Maintained 100% job success rate and achieved Top Rated status on Upwork throughout my freelance career.