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
• • • • • • • • • •

User Flows & Journey Mapping
• • • • • • • • • •

Accessibility
• • • • • • • • • •

Mentorship
• • • • • • • • • •

User Research & Usability Testing
• • • • • • • • • •

Figma
• • • • • • • • • •

Sketch
• • • • • • • • •

InVision
• • • • • • • • • •

Adobe Creative Suite
• • • • • • • • • •

Zeplin
• • • • • • • • • •

HTML/CSS
• • • • • • • • • •

WordPress
• • • • • • • • • •

Clients

bp
NISSAN
HM Revenue & Customs
Fidelity INTERNATIONAL
SCOTTISHPOWER
Caper
LeadFuze
UNIVERSAL Weather & Aviation, Inc.
NatWest

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, I also mentor other designers, fostering growth and knowledge sharing within teams. My work has been recognised for driving innovation and improving efficiency across diverse industries.

Experience

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

As a Digital Product Designer, I craft user-centered experiences through research-driven UX design, journey mapping, and interaction design. I deliver impactful solutions for clients from various industries such as BP, Fidelity Investments, Scottish Power, and HMRC. My role involves leading the end-to-end design process, including user research, wireframing, prototyping, and usability testing, while mentoring junior designers and collaborating with cross-functional teams to ensure seamless user journeys.

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 for its innovative approach to reducing workloads from weeks to minutes.

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.

Product Designer (Freelance, Remote) • Dec 2017 – Mar 2018
Caper.ai • New York, USA

As the founding designer of this groundbreaking product, I worked closely with the product manager and development team to shape the user experience from the ground up. My responsibilities included user journey mapping, ideation, sketching, wireframing, creating high-fidelity user interfaces, and prototyping to deliver an innovative solution.

ACHIEVEMENTS
- The design experience of Caper helped the stores to increase sells by 18%
- Caper became world's first AI-powered shopping cart, according to Forbes, 2019
- In October 2021 Instacart has acquired Caper AI for $350M - TechCrunch, 2021

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 Nissan Motors, LeadFuze, and Universal Weather and Aviation. Responsible for full-cycle design, from ideation to high-fidelity visuals and prototyping.