



Alaur Rahman (Rikon)
Product Designer
London, UK

<https://rikonrahman.com/r1/> (Password: Rikon0155) <https://linkedin.com/in/rikonrahman>
neo.rikon@gmail.com <https://dribbble.com/rikonrahman>
+447405016867

Senior Product Designer with 6+ years of experience in Enterprise Product Design. Expert in high-fidelity execution, systems thinking, accessibility and design system architecture within complex regulatory environments. Proven track record delivering at scale for global brands including BP, NHS, and Fidelity, with hands-on AI design experience spanning consumer product (Caper.ai, acquired by Instacart) and enterprise GenAI for BP.

Education

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

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

Skills & Tools

User Experience

User Interface

Design Systems

Prototyping

Accessibility

User Research

Figma

Sketch

Adobe Creative Suite

HTML/CSS

WordPress

Worked with



Experience

Product Designer • Jan 2022 – Present

Accenture • London, UK

Delivered user-centered digital solutions across 15 projects for 10 global clients including world's largest health organization. Covered UX strategy, journey mapping, UI design, accessibility, design systems and AI product design; collaborated with design, research, engineering teams; mentored colleagues within Accenture Song on design, AI and accessibility practices.

SELECTED PROJECTS

NHS UK:

- Redesigned the user account access and authentication flow for NHS Service Finder, enabling successful migration of 100K+ users to a more secure platform.
- Designed key UX flows, including large-scale job-role lookup (400+ roles) and report analysis, aligning with NHS Design System to improve usability and accessibility.

BP

- Designed first end-to-end mobile payment flow for BP Fuel stations, launching to 16M users in 4 languages and boosting BPme app revenue, and Appstore review 4.8/5.
- Designed BP's first GenAI solution for BP Nexus (internal platform), reducing deal proposal time by nearly 40%.

Fidelity International:

- Designed bereavement notification flow from scratch, streamlining sensitive, high-volume support for clients with over \$800B+ in assets.
- Reduced administrative burden and processing time for the bereavement workflow.

Audi UK:

- Significantly improved accessibility and usability for 240,000+ monthly users with accessibility needs, while enhancing the overall experience for 2M monthly users.
- Conducted 400+ page accessibility audit ensuring WCAG 2.2 AA compliance. Delivered clear, actionable improvements.

Design Lead • Sep 2019 – Jan 2022

CitizenMe • London, UK

Led end-to-end product design for web platform (survey tools) and iOS & Android apps, from research, wireframes, visual design, prototypes to cross-functional delivery.

SELECTED PROJECTS

- Designed media surveys (image/video/voice) and image swipe interactions, boosting mobile engagement and feedback.
- Designed survey feature for mobile apps to test prototypes, tracking user drop-offs, time spent, and errors—with reports shown on the web platform to survey creators.
- Established privacy-first Zero Data (no personal data sold) positioning, securing \$2M funding (2021).

Early Career (Part-time Freelance)

UI/UX Designer • Dec 2017 – Mar 2018

Caper.ai • Remote

Founding designer of the world's first AI-powered shopping cart. Collaborated closely with co-founders and dev team—from ideation and design decisions through sketching, wireframing, high-fidelity UI, and prototyping.

- Acquired by Instacart for \$350M in 2021. - Forbes
- Customers shopping spend has increased by 18% by using Caper cart.

Other Freelance Works • Nov 2010 – Sep 2018

Delivered 200+ diverse, high-stakes projects with end-to-end UI/UX design, for enterprise brands like Nissan Motors and Universal Weather and Aviation, plus startups including Caper.ai and LeadFuze. Achieved 100% 5-star reviews through consistent, reliable execution.