

# Imran Abbasi

Strategic Product Design Leader

imran.abbasi@me.com

Whats app: +44 7500 720 180

<https://iaixd.com>

<https://linkedin.com/in/iaixd>

London, United Kingdom

## Key Achievements

- Led the digital transformation of Abu Dhabi's TAMM government platform, reducing citizen service process times and Customer Satisfaction (CSAT) of 74% boosting efficiency at PwC.
- Established the first in-house usability lab at Saudi Arabia's Al-Rajhi Bank, pioneering research-driven UX practices at Miram WPP.
- Boosted user engagement by 35% for the Credit Suisse Digital Private Banking app post-launch at HUGE.
- Built and scaled high-performing UX teams across **New York and London**, growing headcount from 5 to 26 to support global retail and finance clients at Usablenet.

## Competencies & Skills

### Product Strategy & Leadership:

Product Vision & Roadmapping, Cross-functional Team Leadership (Teams 20+), Mentoring & Development, Stakeholder Management, Business Development, Digital Transformation Strategy.

Proven ability to collaborate effectively with data science and engineering teams on integrating AI features (e.g., personalization, predictive assistance, conversational UI). Familiar with AI design tools and foundational AI/ML concepts.

### Methodologies:

Design Thinking, Agile (Scrum), Lean Startup, User-Centered Design (UCD).

### UX Research & Analysis:

User Research (Interviews, Surveys, Focus Groups, Field Studies), Usability Testing (Lab & Remote)

### Design & Prototyping:

Information Architecture (IA), Interaction Design (IxD), Visual Design, Wireframing, Prototyping (Low/High Fidelity), User Flows, UI Design Systems, Design Thinking Workshops.

### Technical Understanding:

HTML, CSS, JavaScript (enabling effective collaboration with development teams).

## Experience

### PRODUCT DESIGN DIRECTOR

JAN 2022 BrainLake Digital / PwC Dubai, UAE

CURRENT Led product and UX design strategy across key client engagements in the MENA region, delivering user-centric solutions that transformed brands.



- Achieved up to a 30% improvement in user satisfaction through user-centric solutions.
- Managed and mentored a team of 20+ designers, streamlining processes across global offices.
- Spearheaded design thinking initiatives, reshaping digital content strategies and customer experiences for clients in education, wealth management, and retail.
- Owned key pitches and actively contributed to new business development, securing multiple high-value accounts and contributing to significant revenue growth.

### DESIGN TEAM LEAD (CONTRACT)

MAY 2021 PricewaterhouseCoopers (PwC) Dubai, UAE

JAN 2022 Spearheaded design execution for the digital transformation of Abu Dhabi Govt.'s TAMM platform (integrating AD Police, Customs, DED, Health Dept.).



- Played a pivotal role in enhancing government service efficiency, reducing process times with overall satisfaction of 74% by the customers through cross-agency collaboration and user-centered design improvements.
- Mentored senior designers and established best practices for government digital services, including the Abu Dhabi Investment platform.

---

## Experience (Continued)

---

### ASSOCIATE DIRECTOR, UX

APR 2017 Mirum Agency (WPP) Dubai, UAE

NOV 2019 Provided strategic UX leadership for the Dubai office, actively participating in business development and client relationship management.



- Directed and executed design, research, and testing for B2C/B2B products for high-profile clients, including Saudi Arabia's largest bank, Al-Rajhi (established first in-house usability lab).
- Mentored and guided a team of designers, ensuring alignment with business goals and user needs.
- Led UX for ALJ Toyota One Customer Experience (KSA) and Visa MENA Everyday Spend Program.

---

### ASSOCIATE DIRECTOR, PRODUCT DESIGN

MAY 2014 HUGE (InterPublic Group) London/NYC, UK/USA

JAN 2016 Led User Experience teams across New York & London, driving innovation and customer experience strategy for key clients like JP Morgan Chase and Credit Suisse.



- Directed user research, product strategy, and UX execution for large-scale projects.
- Owned the Credit Suisse Digital Private Banking app account, leading research, strategy, UX design, and client workshops, resulting in a 35% boost in user engagement post-launch.
- Led discovery and design for JP Morgan Chase hospitality services and credit card rewards programs.
- Contributed to the UX revamp of the Mayors Against Illegal Guns website (EveryTown).

---

### HEAD OF UX

MAR 2010 USABLENET NYC /London/Italy

JAN 2014 Established and led cross-functional UX & Strategy teams in London and New York (grew NY team from 5 to 26).

- Developed and implemented UCD principles and omni-channel digital strategies, securing and managing long-term accounts like M&S, Tesco, Target, ASOS, John Lewis, Home Depot.
- Led UX design and strategy for numerous successful mobile web and app projects for major retail clients.

---

### DESIGN @ VARIOUS

London

2006 - 2009 • ROLES PRIOR TO 2009 AVAILABLE UPON REQUEST OR ON LINKEDIN

---

## Education

### B.Sc Computer Science (Full Scholarship)

Attended London Metropolitan University (2002-2005)