TAIYAB RAJA

Senior UI/UX + product designer. Designed Exercism.org. Previously Kaido.

📞 +447463235635   @ taiyab.raja@gmail.com   🔗 https://linkedin.com/in/taiyab-raja

🔗 https://taiyab.co.uk   📍 Birmingham, UK

SUMMARY

Highly pragmatic, senior UI/UX designer with over 10+ years of experience. Computer Science background.

- Designed an open-source, free code learning platform from scratch with over 1M (now 1.6M)+ students.
- Designed and launched a whole new B2B SaaS product in the employee engagement space.
- Created a whole new brand, strategy, website, and course assets for off-shoot L+D product in two weeks.
- Founded a tech company in the travel space. Launched a product with over 400% YoY growth.

EXPERIENCE

Senior UI/UX Designer

Fluent (Cambridge) Ltd

📅 01/2023 - Present   📍 Cambridge, England, United Kingdom

Fluent is a technology consultancy that partners with purpose-driven product teams to solve their trickiest digital development puzzles.

- Worked in a small design team on a complex, data-driven UX-heavy project: a B2B tool to help companies better plan wind turbine placements on their land. Wireframing, and detailed prototyping.
- Managed stakeholders across numerous projects, collecting, processing and validating their feedback against market and user needs.
- Collaborated in a small design team to prototype out a complex, data-heavy B2B tool for bus network monitoring. Full end-to-end design.

Senior Product Designer

British Council   📅 04/2023 - 06/2023   📍 London, England, United Kingdom

The British Council is the UK's international organisation for cultural relations and educational opportunities around the world.

- Collaborated with academic, business and technical teams in the British Council to design an incredible B2C English language learning experience (LX) for millions of students across the globe. Full end-to-end design.
- Conducted user interviews and in-person focus groups abroad to test assumptions, gain insights and develop a deep understanding of students' needs and wants.

Senior Product Designer

Kaido   📅 09/2021 - 01/2023   📍 Birmingham, England, United Kingdom

Kaido is the leading culture platform for modern teams. Remote, hybrid or in person.

- Designed complex, multi-state experiences for a B2B SaaS product in the team engagement space.
- Built an entire design system including: a consistent set of components (built atomically), style guide + design tokens (for typography, color palette, spacing, shadows, etc.).
- Generated comprehensive UX wireframes, high-fidelity mockups and interactive prototypes for iOS, Android and web.
- Helped steer product vision and GTM strategies.
- Worked in a cross-functional team to deliver a beautiful platform, marketing website and product experience.

LANGUAGES

English	Native	●●●●●
Punjabi	Intermediate	●●●○○
Urdu	Intermediate	●●○○○
Arabic	Beginner	●○○○○

PROJECTS

Exercism V3

📅 01/2020 - 09/2021   📍 Location

Designed Exercism V3: a free, open-source code learning platform for everyone.

- Grew from 900K to 1.6M students post-launch of V3
- Overwhelmingly positive response from the community to the relaunch (search "exercism_io" on Twitter)

Kaido

📅 09/2021 - 01/2023   📍 Location

Designed a B2B SaaS platform for employee engagement

- Start to MVP launch in 3 months
- Signed our first £100K customer 2 months post-launch

ACHIEVEMENTS

Founding a tech company in the travel space with over 400% YoY growth

Proved ability to hustle and build product at rapid pace. We launched content marketing campaigns, in-person campaigns, built the MVP, all in 4 months.

PASSIONS

🖌 Design (of course :D)

🧠 Psychology

💲 Finance

💡 Entrepreneurship

🏃 Boxing

STRENGTHS

💎 **Resilient & adaptable**
Worked/consulted for and founded numerous startups. Adaptable in chaotic and changing environments.

EXPERIENCE

Senior UI/UX Designer

Exercism   📅 01/2020 - 08/2021   📍 Birmingham, England, United Kingdom

Exercism is a free, open source, code learning and practice platform for everyone.

· Designed a B2C learning platform to scale to over 1.2M (now 1.6M) students
· Ideated and executed on an entire visual UI overhaul
· Worked closely with others in a developer-heavy team

Senior UI/UX Designer

Scandlearn   📅 09/2018 - 12/2020   📍 Uppsala, Uppsala County, Sweden

Scandlearn is a B2B SaaS platform for conducting and monitoring smart flight training in your organisation.

· Designed an industry standard B2B aviation training platform
· Generated complex, multi-state wireframes for course journeys and practical experiences
· Worked closely with cross-functional team

Co-founder and Design Lead

Hujjaj.co   📅 04/2017 - 04/2020   📍 Birmingham, United Kingdom

Hujjaj.co helps you find the best Hajj and Umrah packages from trusted providers in the UK.

· Co-founded and designed Hujjaj.co, a Hajj comparison website
· Responsible for product design, business model development, working with developers to build product, marketing, video production, constant product iteration, customer acquisition, etc.
· Managed a small team of 4 in market research, analysis, ideation, design and development of the core product

UI/UX Designer

Vanti   📅 01/2018 - 06/2018   📍 Birmingham, United Kingdom

Vanti are a creative technology contractor and Master Systems Integrator who transform buildings into spaces that support, enable, and empower people.

· Designed UI for integrated devices for smart buildings
· Responsible for wireframing, prototyping and delivering UI for touch controls of a 7* football club hotel
· Working in a small, cross-functional product team

UX Designer

Moovyn   📅 10/2016 - 03/2017   📍 Bromsgrove

Moovyn helps you sell your home online, for a low fee.

· Designed end-to-end platform to sell your home online
· Generated wireframes, user journeys, concepts, flows for various aspects of the platform: listing, offers and negotiation, conveyancing, financing, inspections and finalisation.

STRENGTHS

💎 **Extreme depth**
Able to go deep into problem spaces to discover extreme value with new and novel solutions

💎 **Entrepreneurial**
Able to research & absorb how various industries/products/people work rapidly to then produce potential solutions

💎 **Design-led**
Takes a customer-first attitude in all things: product strategy, UI/UX, marketing, etc.

TESTIMONIALS

"Taiyab is a talented and expert Product Designer. A pleasure to work with, consistent, reliable, dedicated and organised with a highly tuned ability to engage senior people with complex requirements."

Daren Forsyth, British Council

"Taiyab is an experienced, thought-out, and highly skilled UI/UX designer. Not only can he create world-class looking designs, he does so in a manner that focusses on the user's experience and functionality. Tai is opinionated but pragmatic, so working with him means that you get the experience and wisdom of someone who's spent a lot of time understanding good UX, but also someone who will work with you to create what you need."

Jeremy Walker, Co-founder and CEO of Exercism

"Taiyab is an extremely talented designer, with an entrepreneurial spirit, a great understanding of the market, and a clear powerful vision. He is a fantastic communicator. It was both fun and inspiring to work with him on The Culture Academy's visual identity and new website. The speed with which he was able to translate a bunch of ideas into actual designs was incredible. Any organisation, which is focused on delivering the best possible work will benefit from his experience and presence!"

Kasia Olszko, Company Culture Educator @ Kaido

EXPERIENCE

UI/UX Designer

taiyab.co.uk   📅 04/2011 - 10/2016   📍 Birmingham, England, United Kingdom

Worked for over 50 startups & agencies predominantly from the US, Canada and the UK.

· Designed products in: hospitality and travel, online food delivery, real estate, healthcare, finance and money, and education.

Project name	Description
Florida.com	Travel site for those visting Florida
Takeaways.com.au	JustEat/UberEats style app to order food online, back in 2012.
Wash Cycle Laundry	Revamping marketing website for corporate laundry services
Better Homes & Gardens Real Estate	Design of their intranet systems for all BHGRE realtors
Unity Bank Nigeria	Designed the banks first digital accounts system

UI/UX Designer

Meducation   📅 09/2013 - 07/2014   📍 Birmingham, England, United Kingdom

The leading medical education platform allowing medical professionals to find, organise and track their medical learning.

· • Designed a learning and development platform for medical students and professionals in the UK
• Cross in a small, cross-functional team to deliver on the platform

EDUCATION

B.Sc., Computer Science

Birmingham City University   📅 01/2010 - 01/2015

· First

CERTIFICATION

Membership Certificate

Interaction Design Foundation (IxDF)

SKILLS

Figma   **Sketch**   **Photoshop**   **Notion**   **Miro**   **Storybook**

Chromatic   **Invision**   **Tailwind**   **Trello**   **Jira**