

SYED

Kamran Haider

Digital Transformation Manager

UI/UX Front-End Lead

Design & UX strategy lead building products for **banks and insurers** — 20+ years turning complicated journeys into experiences people simply love to use.

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Jeddah, Saudi Arabia



20+

Years designing & building digital products

2M+

Active customers on the ANB mobile banking app

5

Industry awards won by a redesigned banking app

3

Countries worked in — Pakistan, UK & Saudi Arabia

01 The story so far

UI/UX Design Lead turned **Digital Transformation Manager** with 20+ years designing and building digital products across insurance, government, retail and e-commerce. I lead end-to-end design for web and mobile — **research through prototyping, visual design and front-end delivery** — with deep hands-on expertise in OutSystems, HTML5/CSS3/JavaScript, Figma and Adobe Creative Cloud.

Comfortable owning a design system, mentoring delivery teams and shipping across CMS, low-code and native platforms. Sales- and outcome-oriented, and adaptable across multicultural teams.

Industries I've shipped in

Insurance

Banking

Government

Retail

E-commerce

Jan 2023 – Present



UI/UX Designer — Mobile Apps & Web

Wataniya Insurance · Jeddah, Saudi Arabia · wataniya.com.sa

My first experience in the insurance industry. Led design of a customer **self-service portal** built on the OutSystems platform and a user-centric quotation creation system, then designed and shipped a companion mobile app for the iOS App Store and Google Play.

☆ The company's first customer-facing digital platform

🕒 24/7 self-service

📱 2 live apps · iOS + Android

OutSystems

eBao Insurance Platform

Figma

Adobe CC

HTML/CSS/JS

SVG animation

Jan 2020 – Jan 2023



UI/UX Designer — Mobile Apps & Web

Arab National Bank · Riyadh, Saudi Arabia · anb.com.sa

Delivered mobile app design under Agile methodology on the OutSystems platform — rebuilding the app's information architecture from the ground up so customers could find any function without asking for help, and enabling rapid iteration as business needs shifted.

👤 2M+ active customers

🏆 5 industry awards

☆ #1 Mobile Banking App, Saudi Arabia · Global Finance 2021

OutSystems

Finacle Core Systems

Figma

Adobe CC

HTML/CSS/JS

SVG animation

Aug 2018 – Dec 2020



UI/UX SharePoint Designer

Riyadh Chamber of Commerce · Riyadh, Saudi Arabia · chamber.sa

Owned design implementation across multiple SharePoint 2013/2016 portals and ASP.NET applications for internal and external audiences. Built relational database reporting in Power BI and delivered full WordPress sites — including ricec.com.sa and alriyadhtrade.com — with SEO optimisation.

SharePoint Portal Server

Power BI Reporting Server

Adobe CC

Video animation

May 2017 – 2020



UI/UX Designer — Mobile Apps & Web

Excellent Solutions · Riyadh, Saudi Arabia · es-saudi.com

Part of the mobile development team, owning prototyping and design across a portfolio of apps as well as website design end-to-end, from web to mobile UX. Produced mobile motion design in Adobe After Effects and shipped it as JSON animation inside the app.

Graphics design

Mobile UI/UX

HTML/CSS/JS

After Effects · JSON animation

Video production

Oct 2016 – Feb 2017



Front-End Developer

UXBERT · Riyadh, Saudi Arabia · uxbert.com

Worked within a user-centred design agency team in an Agile, Java Liferay-backed environment with AngularJS front-end enhancements, integrating design into HTML/CSS with JSP and Angular components. Embedded on-site at Saudi Telecom's corporate head office in Riyadh.

HTML

CSS

JavaScript

AngularJS

UX/UI

Jun 2014 – Jul 2015

E-Commerce Manager & Front-End Developer

TechnoCart Limited · Oxford, UK · technocart.co.uk

Built TechnoCart's e-commerce platform on Magento from template through front-page design, integrating a daily automated product feed (XML/FTP, custom modules) from UK suppliers Ingram Micro and Techdata. Managed the site's Google Ads and Google Shopping campaigns end-to-end — **first sale shipped November 2014**.

Magento

HTML5/CSS/Bootstrap

Responsive design

Salesforce CRM

Email marketing

Google Ads/SEO

eBay templates

Sep 2013 – Mar 2014

Web Designer & Developer

Grafton College of Management Sciences · London, UK · graftoncollege.ie

Delivered a consistent, easily-updatable web presence across three campus sites (London, Dublin, Pakistan) on DotNetNuke CMS, with responsive HTML5/CSS and Dynamic Forms.

DotNetNuke CMS

HTML5/CSS/Bootstrap

Dynamic Forms

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Recognition & awards

The redesigned ANB mobile banking app — rebuilt around clear structure and effortless journeys — was recognised by five industry bodies in the years after launch.



2021

Best Mobile Banking App

Saudi Arabia · Global Finance Magazine



2022

Best Mobile Application

Saudi Arabia · International Business Magazine



2022

Best SME Banking

Saudi Arabia · International Business Magazine



2021–2022

Mobile Excellence Award

OutSystems Saudi Arabia Summit



2021

Best Digital Bank

Saudi Arabia · Digital Banker Awards



UX Strategy & Research

User research & usability testing

Journey mapping & information architecture

Stakeholder workshops & design sprints

Heuristic evaluation



Design & Prototyping

UI design ideation

Interactive prototyping

Wireframing to high-fidelity

Design handoff

UI/UX for web & mobile

Responsive web design



Design Systems & UI Architecture

Design systems & component libraries

Style guides & pattern documentation

Custom SCSS

Bootstrap 5

Tailwind CSS

Expert HTML5/CSS3



Platforms & Enterprise Tools

OutSystems low-code

SharePoint Portal Server

CMS — Strapi, WordPress, DNN

Magento e-commerce

Jira / Agile workflows

Adobe Experience Manager (familiar)

Everyday toolbox

Figma

Adobe Creative Cloud

Sketch

OutSystems

HTML5 / CSS3

JavaScript

AngularJS

DotNetNuke

WordPress

Magento

SharePoint

SEO & Google Ads

HTML email

Adobe Flash & motion design

Print & graphics design

cPanel · Helm · IIS

eBay store design

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Roots & education

Earlier experience

May 2009 – Jul 2013

Founder & Front-End Developer

DNNgraphics.com · Karachi, Pakistan

Jun 2005 – Apr 2009

Web Designer / Front-End Developer

E-IngTech · Karachi, Pakistan

Feb 2004 – May 2005

Web Designer / Graphics Designer

TenPearls · Karachi, Pakistan

Mar 2001 – Jan 2004

Web Designer

KASB Technologies · Karachi, Pakistan

Education



Master of Business Administration (MBA)

London School of Commerce (LSC), London, UK

Feb 2015 – Jan 2016



BTEC Level 7 Extended Diploma, Strategic Management & Leadership

Grafton College, London, UK

Aug 2013 – Sep 2014



Master of Computer Science (MCS)

KASBIT, Karachi, Pakistan

Mar 2002 – Jun 2004



Bachelor of Commerce (BSc/BA)

Karachi University, Karachi, Pakistan

Jan 2000 – Dec 2002

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Languages & profile

EN

English

Excellent

UR

Urdu

Native speaker

AR

Arabic

Reading / writing — committed to learn

Global by experience, human by design.

20+ years of international and overseas project experience; able to lead and work across multicultural teams. A fast learner — adaptable and dedicated, with a strong, versatile work ethic and a sales- and marketing-oriented mindset.

Let's build something brilliant.

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🌐 kamranhaider.net