



# TAZ QUERESHI

DIGITAL • UX/UI • PRODUCT • DESIGNER

WWW.TAZFOLIO.COM

🌐 [tazfolio.com](https://tazfolio.com)  
✉ [contact@tazfolio.com](mailto:contact@tazfolio.com)  
in [linkedin.com/in/tquereshi](https://linkedin.com/in/tquereshi)  
☎ 07466 462 526  
📍 London, UK

## SUMMARY

I'm a Multidisciplinary Design Technologist with over 18 years of experience spanning financial services, fintech startups, gaming, and the government sector. I combine technology with creativity to deliver innovative, user-centric design solutions across digital, web, and mobile platforms. I'm a collaborator and independent thinker with strong project management skills, ensuring alignment with customer needs and business goals. I'm seeking an exciting role where I can lead and deliver impactful creative projects.

## SKILLS

### Tools

- Figma, Sketch, Axure, Maze
- Miro, FigJam
- Jira, Confluence, Trello
- UserTesting, Optimizely, Dovetail, Marvel, Hotjar
- Adobe Cloud (Photoshop, Illustrator, InDesign, After Effects)

### Research

- Workshop Facilitation
- Qual & Quant Analysis
- Heuristic Evaluation
- Journey & Empathy Mapping
- Usability & A/B Testing
- Design Thinking
- Agile & Lean UX

### Design

- Wireframing & Prototyping
- Web & Mobile App Design
- Design Systems
- WCAG & Inclusive Design
- Interaction & Motion Design
- Branding & Visual Identity

### Leadership

- Design Leadership
- Stakeholder Engagement
- Project Management
- Cross-functional Collaboration

### Development

- Advanced HTML & CSS
- Basic JavaScript & jQuery

## EDUCATION

### B.Sc. (Hons) 2:1

#### Information Product Design

University of Westminster  
Sep 2002 - Jun 2005

## RECOGNITION

Top 25 influential and inspiring Digital Designers at [Creativepool](https://creativepool.com).

## EXPERIENCE

### Senior UX Designer | Xolvio - 2K Games

May 2023 - Nov 2024

A leading video games developer and publisher behind critically-acclaimed franchises.

- Led development of product vision and strategy for a B2C playtesting platform, identifying business opportunities to address low traffic and poor user experience.
- Conducted user research and facilitated workshops with cross-functional teams in the US, Poland, and Dublin, refining user flows and aligning on business objectives.
- Created prototypes for a mobile app that streamlined account linking and registration, reducing onboarding time by 37% and achieving over 180,000 sign ups.
- Built and maintained a scalable design system to ensure a consistent interface design.
- Delivered high-fidelity wireframes and prototypes for product pages of AAA game titles, improving usability, accessibility, and engagement for millions of players globally.

### UX / UI Consultant | Capco - HSBC Bank

May 2021 - Apr 2023

Global consultancy firm, serving capital markets, banking, fintech, and the energy sectors.

- Managed product development at HSBC for a B2B SaaS trading platform with a custom data grid solution for optimised dashboard applications.
- Collaborated with cross-functional agile teams in Hong Kong to design API widgets, simplifying complex data visualisations for informed decision-making.
- Worked with engineers, project management, and senior stakeholders to ensure high creative standards, including technical build, scope, and WCAG compliance.
- Facilitated workshops to define goals, address pain points, and outline core process flows for new product developments.
- Enhanced the Create design toolkit with new components and brand guidelines.

### UI / Visual Designer | UBS AG

Jan 2022 - Oct 2022

Global financial services firm, recognised as the world's largest private bank.

- Managed the design of a new SaaS trading dashboard, implementing intuitive components and data visualisations to support improved data-driven decision-making.
- Redesigned the RFQ workflow engine, which reduced friction in daily tasks for enterprise users by enabling faster quote generation and improved team collaboration.
- Validated design changes through A/B tests, ensuring user performance improvements.
- Showcased leadership skills through coaching and guidance of a junior designer.

### Product Designer | Bud Financial

Jul 2021 - Oct 2021

A fintech start-up with an AI-powered Open Banking platform to track a user's finances.

- Refined the process of linking multiple banks via Open Banking, reducing the number of steps, simplifying the financial data and improving the user interface design.
- Developed a carbon tracking tool, enabling users to monitor environmental impacts of transactions, leading to a partnership with eco-payments firm Enfuze for a UK launch.
- Created a new design system, which ensured consistency and a streamlined workflow.

**Product Designer** | Zilch Technology

Apr 2021 - Jul 2021

A fintech BNPL start-up offering payment options, cashback, and credit-building tools.

- Collaborated with engineers in agile sprints to redesign user dashboard, by streamlining onboarding, enhancing payment flexibility, and optimising storefront interactions.
- Developed wireframes and high-fidelity prototypes for iOS and Android apps.
- Conducted Design Thinking sessions and user research, to improve user flows and create product features like payment scheduling, and a simplified credit score tracking.

**Digital Designer** | Money and Pensions Service

Sep 2020 - Apr 2021

A UK government organisation focused on improving financial wellbeing.

- Led the creative vision for the Pensions Dashboards Programme as the sole designer, increasing user traffic by 43% through the development of a brand and visual strategy.
- Audited and optimised components to follow the GDS principles, by enhancing usability, and ensuring they aligned with the critical path of a new product launch.
- Delivered working prototypes and collaborated with developers for new feature rollouts.

**Product Designer** | Nutmeg Investment Management

Apr 2019 - Jul 2020

A leading UK-based online investment platform for high-net-worth individuals.

- Improved web and app interface designs by simplifying navigation, enhancing visual design, and optimising the mobile experience, leading to an 82% increase in traffic.
- Applied problem-solving skills to develop solutions for product design, including new features such as personalised investment dashboards and real-time portfolio tracking.
- Created graphic design assets for high-impact print and digital campaigns, featured on billboards, tube car panels, and newspapers, increasing brand visibility and engagement.

**Senior Brand Designer** | Close Brothers Group

Jul 2018 - Apr 2019

A merchant banking group, delivering financial advice and investment management.

- Led the redesign of the Asset Management portal, through high-fidelity wireframes and prototypes, resulting in streamlined workflows, and a more intuitive user interface.
- Implemented a scalable design system and a comprehensive brand guideline, partnering with product teams to integrate UX best practices into digital platforms.
- Created graphic design assets for promotional materials of new products, focusing on innovative layouts and brand storytelling to engage the audience and increase interest.

**Digital Designer** | Barclays

Oct 2013 - Apr 2018

The wealth management arm of Barclays, providing finance for high-net-worth clients.

- Led user research and redesign efforts for the Mobile Banking and SmartBusiness apps, improving the navigation system, information architecture, and overall functionality.
- Created data visualisation tools, simplifying complex financial data for wider audiences.
- Produced digital design assets for high-profile events like the Premier League and ATP World Tour, significantly enhancing brand awareness.

**Web Designer** | Thomson Reuters

Aug 2009 - Oct 2013

A global information conglomerate serving professionals in law, finance, and media.

- Travelled to Eagan, Minnesota to enhance the Jive-powered intranet's information architecture, improving employee engagement and resource accessibility.
- Specialised in web design by developing custom websites for internal campaigns.
- Created responsive emails and interactive banners to drive interaction across platforms.
- Collaborated with cross-functional teams in Marketing, ensuring alignment with brand guidelines and effectively managing time to meet project deadlines.

**Managing Director + Web Designer** | Healthy Campaigns

Jul 2009 - Feb 2012

**Web Designer** | Fusion Broadcasting

Dec 2008 - May 2009

**Web Designer** | Parliamentary Projects

May 2006 - Dec 2008