

KHURRAM ALVI

SENIOR PRODUCT DESIGNER

I am a Senior Product Designer with over 15 years of experience in design strategy and a keen interest in functional design and conversion rate optimisation. I worked with iconic brands, corporate leaders, startups, and growing businesses to create high-impact designs informed by data and bold creative thinking.

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Portfolio: <https://khurramalvi.com>

Codepen: <https://codepen.io/khurramalvi>

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EDUCATION

I graduated with an MBA in digital marketing and was immediately offered a position at a leading design agency, where I gained experience working with brands such as eBay, HP, and Microsoft.



MBA (Marketing)

PAF-KIET - Aug 2007



PRINCE2® Practitioner

APMG - Dec 2014



CS Certified Expert

ContentSquare - Nov 2022

SKILLS

GENERAL SKILLS

UX, UI and Design System



User flow, Wireframes and Prototypes



Qualitative and Quantitative Research



A/B Testing and Data-Informed Design



Front-End Development



CSS Frameworks



Usability and Accessibility



Agile and Lean Project Management



TECHNICAL SKILLS

Figma, Sketch, Webflow and Framer



FigJam, Miro and Balsamiq Mockups



UserZoom, Contentsquare and Hotjar



Optimizely, VWO, GA, Tableau and Kibana



HTML5, CSS3, JS, Command Line and Git



Tailwind, Bootstrap and Foundation



WAVE and Treejack



Jira, Asana and Basecamp



ZOOPLA

JAN 2022 - PRESENT

SENIOR PRODUCT DESIGNER

- Responsible for optimising experiences and enhancing conversion rates for the UK's largest real estate business, [Zoopla](#), through functional design.
- Translate business and user needs and technological constraints into solution concepts that are engaging, meaningful, and user-friendly across all channels.
- Collaborate closely with product, business, and engineering teams to get early feedback and optimise the end-to-end user experience.
- Adopt a human-centred approach and employ both qualitative and quantitative methodologies to validate solutions.
- Contribute to top-tier design components and UX patterns within the global design system while committing to uphold the highest standards.
- Present ideas to stakeholders, convey the value of design, and integrate Design Thinking principles into the company's approach.

TSB BANK PLC

FEB 2021 - JAN 2022

PRODUCT DESIGNER

- Led and designed the user experience and interface of [TSB](#) products from conception to launch in collaboration with product managers, engineers, UX researchers, and content strategists.
- Utilise both qualitative and quantitative data to transform research findings into valuable products for millions of TSB users.
- Design end-to-end flows and simple yet elegant experiences for supported platforms and mobile apps. Validate designs by creating multiple concepts and prototypes.
- Define, create, and develop design systems for web and native mobile applications.
- Collaborate with UX researchers to test atomic design as needed to ensure accessibility, usability and consistency.

AUTO TRADER

JUL 2019 - OCT 2020

PRINCIPAL PRODUCT DESIGNER

- Responsible for driving conversions for [Auto Trader](#), the largest car marketplace in the UK, through the functional design and optimisation of digital products.
- Lead the A/B testing and personalisation framework, and promote a test-and-learn culture within the company.
- Use qualitative and quantitative research methods to understand customers' goals, needs, and behaviours. Work with designers, engineers, and data scientists to convert problems into opportunities.
- Ensure that accurate data is being collected and employ statistical methods to distinguish between the noise in the data and actual results.
- Organise and participate in the design workshops, sprints and retros. Innovate and set a vision for experimentation and personalisation.

LOVE HOLIDAYS

MAR 2019 - JUN 2019

UX & UI DESIGNER (CONTRACT)

- Design a cross-platform, multilingual white-label eCommerce platform for [Love Holidays](#), enabling B2C customers to book hotels and flights.
- Design numerous iterations, test and learn swiftly to continuously enhance the user experience and conversion funnel across various channels.
- Liaise with product owners, business analysts, and scrum masters to ensure that stories and acceptance criteria are well defined beforehand in the sprint.
- Keep senior management informed about the progress of the experimentation.

STA TRAVEL

MAR 2018 - FEB 2019

UX DESIGN & OPTIMISATION MANAGER

- Commercial leadership role responsible for the design, optimisation of conversion rates, and growth of STA Travel across various regions, including the UK, USA, Germany, France, Australia, and Thailand.
- Managed the UX team and drove UX research activities, including user testing, interviews, and the creation of personas. Led the design process, user journeys, wireframes, and high-fidelity prototypes and designs.
- Analyse the experimental results and provide stakeholders with reports containing actionable insights.
- Responsible for the hiring and development of professional design and CRO teams.

THE TRAVEL CORPORATION

MAY 2016 - FEB 2018

UX & UI DESIGNER

- Design cross-platform, multilingual white-label applications for booking tours and collecting payments from both B2C and B2B customers. The brand encompasses [Trafalgar](#), [Contiki](#), [Insight Vacations](#), and [Uniworld](#).
- Create information architecture, which includes site maps, user flows, page schematics, functional requirements, and prototypes.

BARCLAYS BANK PLC - FRONT-END DEVELOPER (APR 2014 - APR 2016)

REXEL - SENIOR WEB DESIGNER (OCT 2011 - MAR 2014)

ULTIMATE PROMOTIONS - WEB DESIGNER (FEB 2010 - SEP 2011)

LIFESTYLE DIRECT - DESIGN CONSULTANT (FEB 2009 - MAY 2009)

LOGO DESIGN GURU - PROJECT MANAGER (MAR 2006 - DEC 2008)

ZAPSNET - DESIGN LEAD (JAN 2005 - FEB 2006)

ENABLING TECHNOLOGIES - RICH MEDIA DESIGNER (JAN 2003 - DEC 2004)