



TAZ QUERESHI

DIGITAL • UX/UI • PRODUCT • DESIGNER

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SUMMARY

I'm a Multidisciplinary Design Technologist with over 18 years of experience spanning financial services, fintech start-ups, gaming, and the government sector. I combine technology with creativity, including emerging AI tools, to deliver 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 a role where I can lead and deliver impactful creative projects.

EXPERIENCE

UX / UI Designer | Relm

Apr 2025 - Present

A fintech startup specialising in multi-currency banking and crypto payments.

- Designed high-fidelity wireframes and working prototypes for a multi-currency banking and crypto payments platform, simplifying complex financial data and digital asset flows.
- Led user research and workshops to map end-to-end dashboard journeys.
- Collaborated with product, engineering, and marketing teams to deliver user-centred solutions aligned with brand and regulatory standards.
- Created a scalable design system, ensuring consistency, accessibility, and rapid iteration.

Freelance Product Designer | TazFolio

Partnered with a range of organisations to deliver user-focused design solutions.

- T-Mobile (US Wireless Carrier)** Feb 2025 – Jul 2025
Collaborated with the T-Life Payments team to enhance app screens across all payment flows. Conducted a benchmark analysis to identify usability gaps, delivering design recommendations through low to mid-fidelity wireframes.
- Bud Financial (Open Banking Fintech Startup)** Jul 2021 – Oct 2021
Refined the process of linking multiple banks via Open Banking, reducing registration steps and simplifying financial data display. Developed a carbon tracking tool, partnering with Enfuce for a UK launch. Built a new scalable design system.
- Zilch Technology (BNPL Fintech Startup)** Apr 2021 – Jul 2021
Redesigned user dashboards for the BNPL app, streamlining onboarding and optimising payment flows. Led Design Thinking sessions to improve user flows and prototyped new product features like payment scheduling and credit score tracking.

Senior UX Designer | 2K Games (via Xolvio)

May 2023 - Nov 2024

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

- Led product vision and strategy for a B2C playtesting platform, developing and maintaining a scalable design system to ensure a consistent interface design.
- Conducted user research and facilitated workshops with cross-functional teams.
- Reduced onboarding time by 37% and achieving over 180,000 sign ups.
- Delivered wireframes and prototypes for product pages of AAA game titles.

UX / UI Consultant | HSBC (via Capco)

May 2021 - Apr 2023

Consultancy engagement through Capco to support HSBC's Securities Services.

- Managed product development at HSBC for a B2B SaaS trading platform with a custom data grid solution for optimised dashboard applications.
- Collaborated with teams in Hong Kong to design API widgets to simplify complex data.
- Enhanced the Create design toolkit with new components and brand guidelines.

SKILLS

Tools

- Figma, Sketch, Axure
- Miro, FigJam
- Jira, Confluence, Trello
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)

AI

- ChatGPT, Claude (ideation, UX writing, problem exploration)
- Figma AI, Figma Make (rapid prototyping, component creation)
- Galileo AI, Uizard, Google Stitch (UI generation, early concepts)
- UserTesting, Maze, Hotjar, Optimizely, Dovetail (research, insights)
- Midjourney, Adobe Firefly (visual exploration, concepting)

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

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.
- Showcased leadership skills through coaching and guidance of a junior designer.

Lead 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.

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 increase engagement.

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 Barclays Jersey Boat Show, Premier League and ATP World Tour.

Web Designer | Thomson Reuters

Aug 2009 - Oct 2013

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

- Worked in Minnesota to improve the design of a Jive-powered intranet platform.
- Specialised in web design by developing bespoke websites for internal campaigns.
- Produced campaign videos and interactive banners to drive digital engagement.
- Partnered with the Marketing team to develop and maintain brand guidelines.

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

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](#).