

# Syed Kamran Haider

Digital Transformation Manager  
UI UX Front-End Lead

+966 54 760 4962

kamran@dnngraphics.com

kamranhaider.net

## PROFILE

UI/UX Design Lead turned Digital Transformation Manager with 20+ years designing and building digital products across insurance, government, retail and e-commerce. Leads 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, adaptable across multicultural teams.

## WORK EXPERIENCE

### UI/UX Designer — Mobile Apps & Web

Jan 2023 – Present

Wataniya Insurance · Jeddah, Saudi Arabia · [wataniya.com.sa](https://wataniya.com.sa)



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. Designed and shipped a companion mobile app for iOS App Store and Google Play.

Tech: OutSystems Development Studio, EBao Insurance Platform, Figma, Adobe Creative Cloud, HTML/CSS/JavaScript, SVG animation

### UI/UX Designer — Mobile Apps & Web

Jan 2020 – Jan 2023

Arab National Bank – Riyadh, Saudi Arabia – [anb.com.sa](https://anb.com.sa)



Delivered mobile app design under Agile methodology on the OutSystems platform, enabling rapid iteration and continuous evolution of essential applications as business needs shifted.

Tech: OutSystems Development Studio, Finacle Core Systems, Figma, Adobe Creative Cloud, HTML/CSS/JavaScript, SVG animation

## UI/UX SharePoint Designer

Aug 2018 – Dec 2020

Riyadh Chamber of Commerce · Riyadh, Saudi Arabia · [chamber.sa](http://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](http://ricec.com.sa) and [alriyadhtrade.com](http://alriyadhtrade.com)) with SEO optimization.

Tech: SharePoint Portal Server, Power BI Reporting Server, Adobe Creative Cloud, video animation



## UI/UX Designer – Mobile Apps & Web

May 2017 – 2020

Excellent Solutions · Riyadh, Saudi Arabia · [es-saudi.com](http://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.

Tech: Graphics design, mobile UI/UX, HTML/CSS/JavaScript, video production



## Front-End Developer

Oct 2016 – Feb 2017

UXBERT · Riyadh, Saudi Arabia · [uxbert.com](http://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.

Tech: HTML, CSS, JavaScript, AngularJS, UX/UI



## E-Commerce Manager & Front-End Developer

Jun 2014 – Jul 2015

TechnoCart Limited · Oxford, UK · [technocart.co.uk](http://technocart.co.uk)

Built TechnoCart's ecommerce 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.

Tech: Magento e-commerce, HTML5/CSS/Bootstrap, responsive design, Salesforce CRM, email marketing, Google Ads/SEO, eBay templates

## Web Designer & Developer

Sep 2013 – Mar 2014

Grafton College of Management Sciences · London, UK · [griftoncollege.ie](http://griftoncollege.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.

Tech: DotNetNuke CMS, HTML5/CSS/Bootstrap, Dynamic Forms

## EARLIER EXPERIENCE

---

|                                                                    |                     |
|--------------------------------------------------------------------|---------------------|
| Founder & Front-End Developer — DNNgraphics.com, Karachi, Pakistan | May 2009 – Jul 2013 |
| Web Designer / Front-End Developer — E-IngTech, Karachi, Pakistan  | Jun 2005 – Apr 2009 |
| Web Designer / Graphics Designer — TenPearls, Karachi, Pakistan    | Feb 2004 – May 2005 |
| Web Designer — KASB Technologies, Karachi, Pakistan                | Mar 2001 – Jan 2004 |

## DESIGN & TECHNICAL SKILLS

---

- UI/UX design for web and mobile
- OutSystems low-code development
- Responsive web design
- DotNetNuke (DNN) CMS themes
- SharePoint Portal Server
- Print media graphics design
- HTML email layouts & campaigns
- Adobe Flash & motion design
- Front-end development — expert HTML5/CSS3
- Figma, Adobe Creative Cloud, Sketch
- JavaScript & AngularJS
- WordPress & Magento e-commerce
- Adobe Experience Manager (familiar)
- SEO & Google Ads keyword research
- Web hosting — cPanel, Helm, IIS
- eBay store design

## EDUCATION

---

|                                                                                                            |                     |
|------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Master of Business Administration (MBA)</b><br>London School of Commerce (LSC), London, UK              | Feb 2015 – Jan 2016 |
| <b>BTEC Level 7 Extended Diploma, Strategic Management &amp; Leadership</b><br>Grafton College, London, UK | Aug 2013 – Sep 2014 |
| <b>Master of Computer Science (MCS)</b><br>KASBIT, Karachi, Pakistan                                       | Mar 2002 – Jun 2004 |
| <b>Bachelor of Commerce (BSc/BA)</b><br>Karachi University, Karachi, Pakistan                              | Jan 2000 – Dec 2002 |

## LANGUAGES & PROFILE

---

English: Excellent    Urdu: Native speaker

Arabic: Reading/writing, committed to learn

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