



Hello HSBC Saudi Arabia!

I design complex digital products and experiences

I am Nazeer, a product and experience leader with over 15 years of experience driving customer experience (CX), digital transformation, and product design across complex, regulated environments.

I have led the design of banking and financial services experiences where trust, compliance, and precision are critical. My work includes contributing to Saudi Arabia's digital banking landscape through d360, as well as leading the development of an award-winning white-label mobile wallet solution, recognized at Africa Arena.

Beyond product delivery, I have contributed at an industry level, supporting the publication of SAMA's first fintech report and providing insight into the evolving financial ecosystem within a regulated context.

Across my work, I collaborate closely with product, technology, operations, and compliance teams to translate complex requirements into structured, scalable, and client-centric solutions. I am particularly experienced in shaping product direction, aligning stakeholders, and ensuring that design decisions are both practical to deliver and aligned with long-term business goals.

A few notable milestones in my career to date are:

- Contributing to Vision 2030 initiatives through CX and digital transformation engagements with entities such as NEOM and the Saudi Central Bank
- Leading product and experience design across multiple financial services and digital platforms
- Delivering solutions that balance customer needs, operational realities, and regulatory requirements

I am particularly interested in this role as it sits at the intersection of product design, client engagement, and complex financial services areas where I have built strong experience and continue to focus my growth.

I look forward to discussing how my experience aligns with your goals. In the meantime, you can explore more about my work

[\[Find out more\]](#)

Nazeer Osman

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Professional Experience:

Experience Director – Ogilvy One

September 2024 - Present / Riyadh, Saudi Arabia

- Building and scaling the Experience Design practice with a focus on CX strategy, innovation, and measurable business outcomes.
- Leading high-impact client engagements to redefine customer journeys and drive loyalty and retention.
- Aligning digital experience initiatives with market demands and business growth objectives.

Manager, Customer & Marketing – Deloitte Digital Middle East

July 2022 - September 2024 / Riyadh, Saudi Arabia

- Led CX/UX transformation projects for major clients including NEOM, SAB, and SAMA, enhancing multi-channel touchpoints and service delivery.
- Developed CX measurement frameworks, design systems, and user validation strategies to drive engagement.
- Provided strategic advisory on digital customer transformation and experience design.

UX Lead – D360 Digital Bank

December 2020 – July 2022 / Riyadh, Saudi Arabia

- Designed Saudi Arabia's first fully digital bank, building end-to-end customer journeys across digital and service channels.
- Led research and customer insight programs to shape personalized banking experiences.
- Collaborated with business, technology, and regulatory teams to align on customer-first outcomes.

Head of User Experience & Design – Media24 (News24)

March 2019 - December 2020 / Cape Town, South Africa

- Directed the digital transformation of News24, launching South Africa's largest digital subscription platform.
- Optimized customer journeys to increase engagement, retention, and monetization.
- Built and mentored the UX team while embedding data-led design practices.

Co-Founder & Head of Product – Fliptin (Venture Builder)

December 2016 - July 2022 / Cape Town, South Africa

- Co-founded a venture studio delivering over 30 Proof of Concepts across FinTech, EdTech, and social innovation.
- Drove customer research and product-market fit for early-stage ventures

Senior UX Consultant – VMLY&R

December 2016 - March 2019 / Cape Town, South Africa

- Led CX design and customer research for enterprise clients in finance and insurance.
- Improved digital customer journeys, enhancing satisfaction and conversion

UX & UI Developer – PayU

August 2015 – November 2016 / Cape Town, South Africa

- Designed South Africa's first mobile wallet solution, focusing on frictionless user experiences.

Digital Marketer & Designer - Comair (Kulula Airlines & British Airways SA)

September 2013 - August 2015 / Cape Town, South Africa

- Delivered end-to-end design for campaigns, e-commerce, and digital assets.
- Contributed to a major redesign of the Kulula.com website and mobile app

Visual Designer - Vodacom

May 2010 - December 2012 / Cape Town, South Africa

- Responsible for all internal design requirements, wireframes, mockups, and rebranding efforts.

E Commerce Manager - Windoor

January 2013 - August 2013 / Cape Town, South Africa

- Led e-commerce strategy, responsive design implementation, and team management.

Visual Designer - Vodacom

May 2010 - December 2012 / Cape Town, South Africa

- Responsible for all internal design requirements, wireframes, mockups, and rebranding efforts.

Retail Salesperson - Best Buy

June 2006 – December 2008 / Virginia, United States

- Educated and enticed customers with digital cameras and cell phones, consistently achieving sales targets.

Education & Certifications:

- **Web Application Development** - City Varsity, Cape Town (2012)
- **Desktop Publishing** - City Varsity, Cape Town (2010)
- **Business management** - J Sargeant Reynolds, United States (incomplete relocated to South Africa)

Core Skills:

- Customer Experience Strategy & Design
- Digital Transformation & Innovation
- Journey Mapping & Service Design
- Data-Driven Experience Optimization
- Agile Delivery & Cross-functional Leadership
- Client Relationship Management
- Workshops & Training

**References available upon request.*

