Hello Noon Academy!

I design and scale digital products for the next generation

I am Nazeer, a product and experience leader with over 15 years of experience driving digital product strategy, user experience, and platform development across education, youth engagement, and transformation environments.

I have led the design and delivery of digital platforms and learning experiences where engagement, usability, and real-world impact are critical. My work includes designing youth-focused learning initiatives, as well as building scalable platforms that support adoption, retention, and measurable outcomes across diverse audiences.

Beyond delivery, I focus on how products evolve — defining what to build, testing ideas quickly, and scaling what works. I am particularly experienced in connecting product strategy, user insight, and execution, ensuring that decisions are grounded in both real user behaviour and business objectives.

Across my work, I collaborate closely with product, engineering, design, and operational teams to translate ideas into practical, testable solutions. I am comfortable working in fast-moving, ambiguous environments where priorities shift, and where continuous learning and iteration are key to success.

A few notable milestones in my career to date are:

- Designing and delivering youth-focused digital learning and engagement experiences
- Leading the development of scalable digital platforms across multiple industries
- Driving product and experience decisions grounded in user behaviour, testing, and outcom

I am especially drawn to Noon Academy's hybrid model, where products are tested directly with students and continuously improved based on real feedback. I value this proximity to users and see it as critical to building products that are not only functional, but meaningful and engaging.

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.*