



Hello UXbert Academy!

I am Nazeer and I am passionate about building the next generation of digital experience talent

I am a strategic leader with 15+ years of experience driving customer experience (CX), digital transformation, and product innovation.

I Come from a self-taught background, my approach is rooted in learning by doing — using rapid experimentation, practical application, and real-world problem solving to build skills that drive meaningful outcomes.

Across consulting, product, and transformation roles, I've helped teams not only design better experiences, but also build the capabilities required to sustain and scale them.

Today, my focus is on translating that experience into learning programs that are practical, relevant, and designed for real-world impact.

A few notable milestones in my career to date are:

- Advanced Vision 2030 goals by leading CX and digital transformation projects for NEOM, Saudi Central Bank, and other high-profile entities.
- Transformed Africa's largest news platform (News24) through digital innovation, driving new subscription models and record audience growth.
- Co-founded a venture-building firm that launched 30+ social impact concepts in FinTech, EdTech, and Blockchain.
- Partnered with South Africa's former President to launch AI in Africa, a future skills program for underserved youth.

I'm excited about the opportunity to contribute to your team. 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.*

