



Hello!

I Am Nazeer Osman.

Customer Experience Strategy | Service Design |
Journey Management | Customer Research & VoC |
Digital Products | Experience Governance

I am applying for the Senior Manager, Digital CX & Research role because it closely aligns with the work I have built my career around: understanding customers, designing end-to-end journeys, building CX capabilities and turning insight into experiences that can be delivered and measured.

What differentiates my background is the breadth of that experience. I have led CX and design from within businesses, worked as a transformation consultant, built experience teams, co-founded a venture studio and now lead customer experience and digital transformation engagements as Experience Director at Ogilvy One in Saudi Arabia. This allows me to move comfortably from research and journey strategy through to stakeholder alignment, design and implementation.

My recent work with CEER is particularly relevant. As the business moved toward launch, I have supported the connected customer experience across website, lead capture, customer communications, CRM and the transition toward physical showroom interactions, with a focus on how customer behaviour and performance data can inform the journeys that follow.

Previously, at D360 Digital Bank, I led experience design and user research across key banking journeys, embedding continuous research, usability testing and validation into product development. At News24, I built and led the UX and design capability while directing its platform and subscription transformation, which exceeded initial launch KPIs within three months.

I also co-founded a venture studio that developed more than 30 concepts through customer research, rapid prototyping and validation. That experience shaped a principle I continue to apply: research and journey maps only create value when they lead to better decisions, services and measurable customer outcomes.

Having worked across major Saudi transformation programmes as well as complex digital businesses internationally, I would bring Qiddiya a combination of customer research, service design, journey management, CX leadership and hands-on delivery across digital, physical and human touchpoints.

Nazeer Osman

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Professional Experience:

Experience Director: Ogilvy One

September 2024- Present / Riyadh, Saudi Arabia

- Lead CX and service-design strategy, journey priorities and transformation roadmaps across Saudi engagements.
- Partner with Product, Digital, Marketing, Technology, Data and Operations leaders to turn customer insight and business priorities into actionable experience improvements.
- Lead multidisciplinary teams, partners, workshops and journey governance while mentoring practitioners.

Manager, Customer & Marketing: Deloitte Digital Middle East

July 2022 - September 2024 / Riyadh, Saudi Arabia

- Led CX and service-design transformation for Saudi clients including NEOM, SAB and the Saudi Central Bank.
- Used customer research, journey mapping and service design to identify pain points, root causes and future-state opportunities.
- Facilitated executive workshops and aligned business, product, design and technology stakeholders around customer priorities and roadmaps.

UX Lead: D360 Digital Bank

December 2020 - July 2022 / Riyadh, Saudi Arabia

- Led end-to-end experience design for Saudi Arabia's first fully digital bank across onboarding, servicing and everyday banking journeys.
- Established user research, embedding qualitative research, usability testing and continuous validation.
- Translated customer insight into journey improvements, including the pre-launch waiting-list experience that attracted over 1 million users.

Head of User Experience & Design - Media24 (News24)

March 2019 - December 2020 / Cape Town, South Africa

- Directed CX, UX and service-design strategy for News24's digital transformation and subscription proposition.
- Redesigning a 20-year-old platform and launched a subscription experience, exceeding key launch KPIs within three months while embedding research and evidence-led design across product squads.

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

December 2016 - July 2022 / Cape Town, South Africa

- Co-founded a venture studio delivering 30+ proof-of-concept ventures using customer research, prototyping and validation.

Senior UX Consultant - VMLY&R

December 2016 - March 2019 / Cape Town, South Africa

- Led CX, service design and customer research for finance and insurance clients.

UX & UI Developer - PayU

August 2015 - November 2016 / Cape Town, South Africa

- Designed South Africa's first mobile wallet solution, simplifying acquisition and payment journeys through customer-centred design.

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

September 2013 – August 2015 | Cape Town, South Africa

- Delivered customer-centred design across e-commerce, campaigns and digital touchpoints for Kulula Airlines and British Airways South Africa.
- Contributed to the redesign of the Kulula.com website and mobile experience across core travel journeys.

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)