Hello!

I Am Nazeer Osman.

DIGITAL EXPERIENCE | UX & SERVICE DESIGN

Customer Experience | Digital Products | Saudi Market | Governance

Dear Hiring Team,

I am applying for the Digital Experience leadership role at RUA. As Experience Director in Riyadh, I lead customer and digital experience programmes across major Saudi organisations, bringing together research, strategy, design, content, technology and delivery to create clear, consistent and measurable experiences.

The remit closely matches the work I have led throughout my career: user research and usability testing, journey mapping and service blueprinting, UX standards and design systems, information architecture, digital product and web experience, governance, stakeholder alignment and continuous improvement. I have worked both inside product organisations and as a transformation consultant, which allows me to move from strategic direction into practical execution.

At D360 Digital Bank, I led experience design and established a continuous user-research capability for a new Saudi digital bank. At Deloitte Digital, I led CX and UX programmes for organisations including NEOM, SAB and the Saudi Central Bank. At Media24, I directed the redesign and subscription launch of News24, where content structure, navigation, discoverability, product design and consistent experience standards were central to the transformation. In my current role, I lead multidisciplinary Saudi programmes spanning connected customer journeys, digital platforms and experience governance.

What I would bring:

- Digital experience leadership grounded in user research, journey analysis and measurable improvement.
- Strong UX and service-design capability across journeys, service blueprints, information architecture and digital products.
- Experience establishing standards, governance, reusable patterns and ways of working across multidisciplinary teams.
- Saudi market experience, senior stakeholder leadership and the ability to build and mentor high-performing teams.

RUA's ambition to create a new model for cultural and arts education makes the quality of its digital experience especially important. I would welcome the opportunity to help establish the standards, governance and user-centred practices required to create a coherent digital ecosystem as the institution grows.

Kind regards,

Nazeer Osman
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Digital Experience | UX & Service Design | Customer Experience

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EXECUTIVE PROFILE

Digital experience, customer experience and UX leader with 15+ years of experience across Saudi Arabia, the Middle East and South Africa. Currently Experience Director in Riyadh, leading multidisciplinary programmes across research, strategy, service design, UX, content, technology and delivery. Experienced in translating user and stakeholder needs into journeys, digital products, information architecture, standards, governance and continuous-improvement priorities, while building teams and aligning senior stakeholders around measurable experience outcomes.

CORE EXPERTISE

Digital Experience Strategy | UX & Service Design | User Research & Usability Testing | Journey Mapping & Service Blueprinting | Information Architecture & Content Governance | Design Systems & UX Standards | Accessibility & Inclusive Design Principles | Digital Product & Web Experience | Personalisation & Analytics | Governance & Continuous Improvement | Team Leadership | Saudi Market & Vision 2030

PROFESSIONAL EXPERIENCE

Experience Director - Ogilvy One

September 2024 - Present | Riyadh, Saudi Arabia

- Lead digital experience and CX programmes for major Saudi organisations across tourism, mobility, government, retail and real estate, coordinating research, strategy, design, content, technology, data and delivery.
- Shape end-to-end customer journeys, service blueprints and digital ecosystem roadmaps, translating stakeholder priorities and user needs into sequenced experience improvements.
- Review websites, digital products and connected experiences for usability, consistency, information architecture, content quality and opportunities for personalisation.
- Translate research, stakeholder input and performance signals into prioritised recommendations, governance decisions, delivery plans and continuous-improvement actions.
- Build and mentor experience-design capability, establish clearer ways of working and introduce AI-enabled methods to improve quality and efficiency.

Manager, Customer & Marketing - Deloitte Digital Middle East

July 2022 - September 2024 | Riyadh, Saudi Arabia

- Led CX, UX and digital-transformation programmes for major Saudi clients including NEOM, SAB and the Saudi Central Bank.
- Directed user research, journey mapping, service blueprinting and experience strategy, aligning business, design and technology teams around shared outcomes.
- Translated customer insight and institutional priorities into experience roadmaps, digital products, service improvements and practical governance recommendations.
- Facilitated executive workshops, presented evidence-led recommendations and guided multidisciplinary teams through prioritisation, decision-making and implementation planning.

UX Lead - D360 Digital Bank

December 2020 - July 2022 | Riyadh, Saudi Arabia

- Led experience design for Saudi Arabia's first fully digital bank across onboarding, servicing and everyday banking journeys.
- Established and scaled the user-research capability and methodology, embedding usability testing and continuous customer feedback into product sprint cycles.
- Designed and launched waiting-list functionality that attracted more than 1 million users at launch.

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PROFESSIONAL EXPERIENCE - CONTINUED

Head of User Experience & Design - Media24 (News24)

March 2019 - December 2020 | Cape Town, South Africa

- Directed experience strategy and design for News24's digital transformation and subscription proposition across a large-scale content and publishing ecosystem.
- Led the redesign of a 20-year-old platform, including navigation, information architecture, content discoverability and subscription journeys; the new proposition exceeded KPIs within three months.
- Built and mentored the UX team and embedded consistent research, design standards and evidence-led practices 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 more than 30 proof-of-concepts across FinTech, EdTech and social innovation.
- Led discovery, user research, product strategy and prioritisation across concurrent initiatives, translating unmet needs into testable digital propositions.
- Partnered with South Africa's former President to launch AI in Africa, a future-skills programme for underserved youth.

Senior UX Consultant - VMLY&R

December 2016 - March 2019 | Cape Town, South Africa

- Led customer research, journey design and UX work for enterprise clients across financial services and insurance.
- Improved digital journeys and interfaces with a focus on usability, customer satisfaction and conversion.

EARLIER EXPERIENCE

UX & UI Developer - PayU | August 2015 - November 2016 | Cape Town, South Africa
Designed South Africa's first mobile wallet solution, focusing on simple, frictionless digital journeys.

Digital Marketer & Designer - Comair (Kulula Airlines & British Airways SA) | September 2013 - August 2015 | Cape Town, South Africa
Delivered digital campaigns, e-commerce experiences and product design; contributed to the redesign of Kulula.com and its mobile app.

E-commerce Manager - Windoor | January 2013 - August 2013 | Cape Town, South Africa
Led e-commerce strategy, responsive experience improvements and team management.

Visual Designer - Vodacom | May 2010 - December 2012 | Cape Town, South Africa
Produced wireframes, mock-ups, digital communications and rebranding work.

Retail Salesperson - Best Buy | June 2006 - December 2008 | Virginia, United States
Advised customers on technology products and consistently achieved sales targets.

EDUCATION & CERTIFICATES

- Web Application Development - City Varsity, Cape Town (2012)
- Desktop Publishing - City Varsity, Cape Town (2010)

References available upon request.