# Curriculum Vitae

**Amir Akhrif FRSA**

**Portfolio: www.akhrif.com**

**LinkedIn:** **linkedin.com/in/amirakhrif/**

**Email: amir@akhrif.com**

**Mobile:** +61 422 389 400

|  |  |
| --- | --- |
| Availability for Interview: | Immediately |
| Availability to Start: | 4 weeks notice  |
| Status: | Australia (Permanent Resident)United Kingdom & Canada (Citizen) |

**Profile**

I’m a Lead UX designer, builder of products, optimiser of digital objectives and all round digital native, who loves delivering people-first, web and app experiences. Experiences that are co-created with my customers and recognised by international awards, including two Cannes Lions and a BAFTA nomination. Since emigrating to Australia from the UK, I have spent the past 3 years as the Lead UX Designer and Product Manager for IDP Education’s digital portfolio. I shape the company’s product landscape, optimise digital channel conversion and own the customer design narrative, by solving unique problems with creative solutions. I love identifying business development opportunities and using creativity to deliver on them.

**Career pride points**

* Webby Awards Honoree (2012) for TalkTalk and The X Factor ([TalkTalk + The X Factor case study](%22%20%20%22http%3A//www.akhrif.com/portfolio/talktalk))
* Cannes Lion (2010) Grand Prix in Media for Tesco Homeplus (Tesco Homeplus case study)
* Cannes Lion (2000) Silver Lion in Ecommerce for Ted Baker (Ted Baker case study)
* BAFTA nomination in Interactive Design (2000) for Moonfruit.com ([Moonfruit case study](%22%20%20%22http%3A//www.akhrif.com/portfolio/moonfruit))
* Elected as a Fellow of the Royal Society of Arts (2016)

#### Employment History

**Aug 2018 – Present Lead UX Designer & Product Manager – IDP Education (In-house)**

Accountable for the direction of IDP's global digital product strategy and user experience design, I identify opportunities and translate user expectations into real world products.

* Direct the product development lifecycle for all customer-facing digital products. Manage a team of UX and UI Designers, UX Research functions and matrix management of web/app engineers.
* I lead on: (1) user, market and competitor research; (2) conversion optimization; (3) user personas and user flow design; (4) information architecture, wireframes, interaction design and prototyping; (5) A/B testing and useability testing; (6) handover to engineers and user acceptance testing.
* Own IDP's user centered design thinking strategy and visual design language for all customer-facing web an app projects, developing innovative patterns that maximise satisfaction and conversion.
* Delivered a mobile app called ‘Ask IDP’, I was able to create unique UGC opportunities by matching real-world questions from international student customers with 30-second video answers from hundreds of university partners ([Ask IDP case study](http://akhrif.com/portfolio/ask-idp/))
* In partnership with 25% of Australian universities, I created an omni-channel app and web product called ‘IDP Live’, that applied recruitment industry models to the education sector. IDP Live is on track to receive 200k app downloads this year and is in the Top 100 App Store education list in 7 of our key markets, and obtaining campaign CTRs of 20%-38% ([IDP Live case study](http://akhrif.com/portfolio/idp-live/))
* I have identified numerous development opportunities on our core web platforms, which have doubled our total traffic to over 2 million unique users per month.

**Dec 2011 – Aug 2018 Group Digital Experience Manager – TalkTalk (In-house/Agency co-creation)**

* Product ideation, UX/UI direction, road-mapping, sprint groom/planning, delivery and accountable for a team of 13 designers and developers
* As the advertising sponsor of the X Factor in the UK, I was accountable for delivering new seasonal gamified digital experiences, to gather user generated idents for display to 20 million TV viewers an evening, during ad breaks ([TalkTalk + The X Factor case study](http://akhrif.com/portfolio/talktalk/))
* Designed and developed an overhauled TalkTalk corporate web property ([talktalkgroup.com](http://www.talktalkgroup.com/))

**Oct 2010 – Dec 2011 Group Digital Manager – Tesco (In-house/Agency co-creation)**

* Ownership of the Corporate and Legal Affairs creative product landscape, designed to “protect and promote the Brand”
* Conception and delivery of the Cannes Lion Grand Prix award-winning digital product that brought early morning shopping to Korean subway commuters ([Tesco case study](http://akhrif.com/portfolio/tesco/))
* End to end design management of Tesco’s corporate and investor relations owned channels
* Grew a consolidated facebook.com/tesco channel from 300,000 to 1.6million followers within 8 months
* Development and delivery of Tesco’s corporate and investor relations web platform ([tescoplc.com](http://www.tescoplc.com/))
* Introduced an ‘Enterprise Social’ platform to a global network of 400,000 employees in 14 countries. Reducing the distance between colleagues, distribution networks and creating global multi-lingual chat to aid collaboration

**May 2010 – Oct 2010 Regional Campaign Manager – Leader of the Opposition, UK Parliament**

* End-to-end political campaign management, including narrative, lobbying Members of Parliaments’ support and consensus, acting as the Ombudsman’s Data Privacy Controller for 5 million voter records, producing opinion polling and insights, as well as producing data-driven communications outputs to voters

 **Apr 2006 – May 2010 Campaign Manager – Transport Minister (UK Parliament)**

* Campaign office management *carte blanche*, opinion polling and analysis, policy position formation, campaign marketing, public relations and electoral law
* Through two successive General Elections, my candidate retained her seat and increased her majority

**Apr 1998 – Mar 2002 Full Stack Developer and UX Lead – Blueberry (Agency)**

* As a development/design hybrid, I translated and delivered online campaigns and ecommerce platforms for flagship brands including CNN, Diageo, Laura Ashley, Ted Baker, Barclays, Visa and Ben & Jerry’s
* Cannes Lion Silver Award for Ted Baker’s first ecommerce platform ([tedbaker.com](http://www.tedbaker.com/))
* BAFTA nominated for website creation tool Moonfruit.com ([moonfruit.com](http://www.moonfruit.com/))
* Developer and UX Designer for Laura Ashley’s first ecommerce platform ([laura-ashley.com](http://www.laura-ashley.com/))

#### Skills and software experience

Agile product development • Human Centred Design (HCD) • Page layout and wireframing (Adobe Creative Suite, Illustrator, InDesign) • HTML/CSS • Javascript/Node.js/Angular • Responsive web and app development • Product ideation and prototyping (Adobe XD, Figma, InVision) • stakeholder research and reporting • cross-functional team working and team manager experience • Native mobile app development (Android/iOS)

#### Education

**2003 - 2006 BSc – Government and Social Policy (with Honours)***London School of Economics, United Kingdom*