Nomaan Akram

UX / Product Designer · Design Systems & Dev Handover · AI-Accelerated Workflows

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PROFILE

UX / Product Designer with four years at Barclays across Business Banking, Everyday Customer Care and Transact & Pay, taking customer and colleague journeys from research through to developer handover. LUMA-certified Human-Centered Design Practitioner who runs interviews, usability tests and co-design workshops, then turns the findings into clear, accessible design decisions. Expert in Figma, a Blueprint design-system reviewer, and coding since 2015, so I bridge design and engineering naturally. I use AI (Claude Code, Figma MCP, Cursor) to speed up research synthesis and prototype in working code.

EXPERIENCE

UX / Product Designer · Barclays — 2022 – 2026

- Designed customer and branch-colleague journeys across Business Banking, Everyday Customer Care and Transact & Pay, shipping 2–3 projects and developer handovers a month
- Premier onboarding offers flow: owned the full lifecycle from user research and ideation through a 6-week double-diamond sprint cycle with POs and devs; launched and widely recognised
- CHAPS outage alert: UserZoom testing showed users missed the status link, so I redesigned the banner with a prominent link and drawer, lifting link success by 90%
- Appointment Booking: redesigned an unusable journey and shipped it alongside developers in 4 weeks
- Built a design-to-dev handover framework and coached designers off detached Figma instances; adopted by Everyday Customer Care and Premier, saving 5–7 hours a week of fix-up calls
- Blueprint design-system review team: triaged component requests bi-weekly; shipped components with usage docs
- Ran weekly design crits for 30–40 designers, plus a smaller apprentice & graduate crit to build their confidence
- Worked with accessibility and content specialists on every project; presented to POs, stakeholders and risk & compliance
- Introduced 3D to the team: a looping animated guide for new branch coin machines, rolled out nationwide

Founder · NakoLabs (design, development & motion) — 2021 – Present

- 100+ projects for 30+ clients incl. Barclays, CUPRA and The Warehouse Project, from research to build and launch

Canvasser → Team Leader · First Home Improvements, Bristol (frontline sales & coaching) — Jul 2026 – Present

SELECTED SOLO UX PROJECTS

Canvasser Performance Platform · First Home Improvements — 2026

- On-field research and interviews with canvassers → personas, journey maps and problem statements
- Designed and built personal performance dashboards on the legacy CRM's API, with management sign-off

Looptech storefront · Shopify retainer (NakoLabs)

- Solo user & market research, personas and journey maps shaped a Brand New vs Renewed toggle and Smart Pick
- Designed and built interactive filtering, sorting and dynamic pricing components

Everlink · NFC jewellery e-commerce (client) — 2025

- Research, personas and problem statements shaped the flow: Shopify order → account setup → personal NFC page
- Designed the UI in Figma and shipped a working proof of concept with Claude Code from a written spec

SKILLS

Research	Interviews · Usability testing · Surveys · Card sorting · Tree testing · A/B tests · Analytics reviews
Synthesis	Personas · Journey maps · Service blueprints · Problem statements · Affinity clustering · LUMA methods
Design	Figma (expert) · Design systems · Prototyping · Dev handover · WCAG accessibility · FigJam · Miro
Process	Double diamond · Agile sprints · Co-design workshops · Design critique · Stakeholder playbacks
Tools	UserZoom · Jira · Framer · Adobe CC · Blender · After Effects
AI & code	Claude Code · Figma MCP · Cursor · React · TypeScript · HTML/CSS · Shopify Liquid · Python

EDUCATION & CERTIFICATION

LUMA Practitioner, Human-Centered Design · LUMA Institute — 2024

DipHE (240 credits), UX & Product Design Degree Apprenticeship · Manchester Met / Barclays

A-levels & Cambridge Technical · Computer Science A*, Graphic Design & Communication A*, IT D* — 2021