

Amaar Raja

UX Designer/Researcher -

Digital Marketer - Innovation



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Professional Statement

As A UX Designer, I Enhance Business Growth By Leveraging Human-Centred Design To Optimise Conversions And Create Value For Both Customers And Clients.

My Practice

UX Design

- User Interface (UI)
- Prototyping
- Iterations

User Researcher

- User Interviews
- Usability Tests
- Desk Research

Growth Design

- ClickFunnels
- A/B Split Testing
- Data Analysis

Digital Marketing

- Paid Ads
- Business Funnels
- Engagement & Conversion Campaigns

Profile

- 12 week bootcamp
- 15 week AI ESG project - RCA/Imperial
- 3 week client project
- 2 week redesign project
- 7 projects

Mahi

Collaborative Concept Project RCA/Imperial - Team -
Personal - 5 months Agile Sprint (ongoing) - AI App/
Service - Hybrid

PROTOTYPING AND ITERATION



Royal College of Art

IMPERIAL



Planetary Empathy for Business

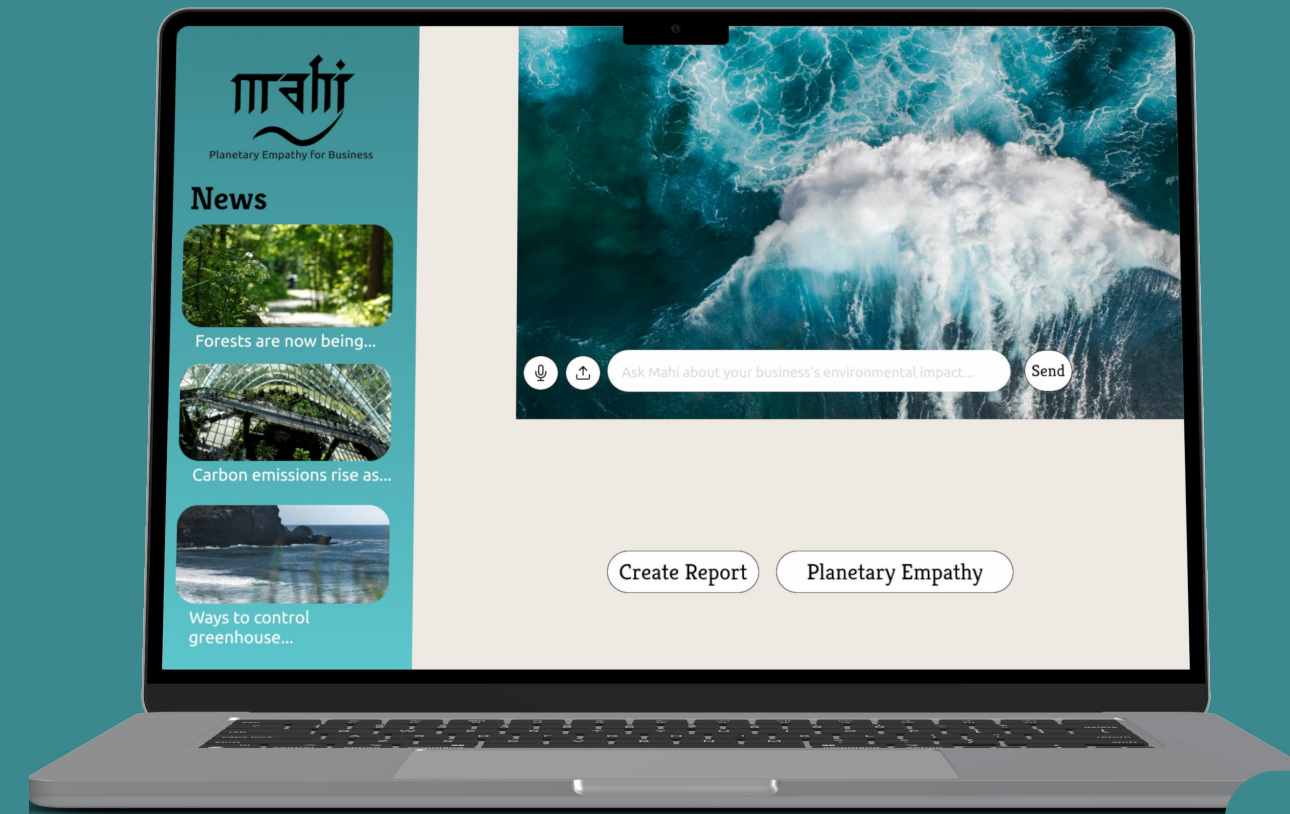
An Adaptive, AI-Driven Application
Aimed At Aligning ESG Data,
Organisational Structure, And Long-
Term Business Objectives To Facilitate
Multi-Level Stakeholder Value Creation,
Focusing On People, Planet, And Profit.

Prototyping and Iteration

UI Prototypes - Lo-, Mid-, Hi-Fi Testing Feedback And Iterations

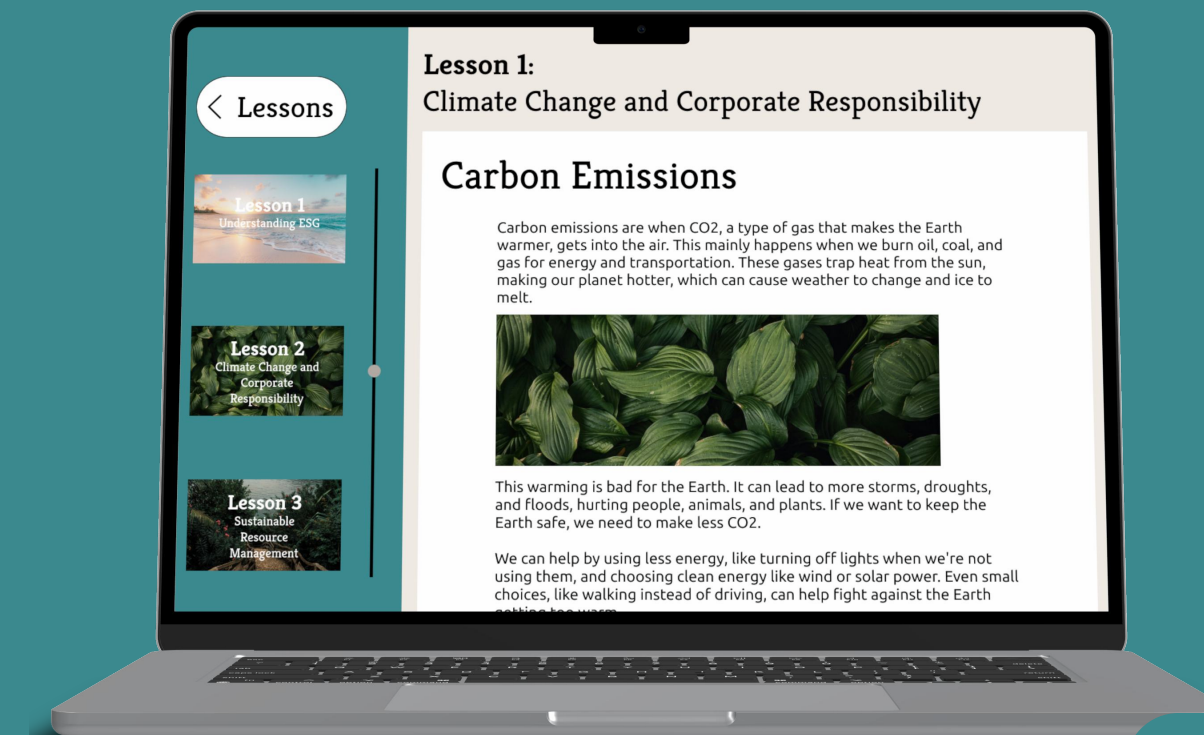
Conducted 4 user tests
and did a total of 3
iterations so far

The UI prototype is what
the interface of the actual
app/service will look like



AI chatbot - Users are able to
ask the chatbot questions to do
with their company's
environmental impact.

Report page - allows CSOs
(Chief Sustainability Officer) to
be able to generate reports
more easily with desired levels
of detail and length.



Education page - provides
members of a company with
bite-sized education about ESG
(Environmental, Social and
Governance) so there is a new
culture in the company.

Prototyping

Design Fiction - Testing Concept Testing, Feedback Video - Lofi-Mid- High Fi, Video



Mahi: The Fitbit for Corporate Sustainability

Mahi functions similarly to a health and fitness tracker but for a company's environmental footprint. It operates at multiple levels - from individual employees (micro) to departments (meso) and extends its influence to the value chain and stakeholder ecosystem (macro). This multi-tiered approach ensures a holistic and long-term strategy for sustainability.

The Path to Regenerative Goals

With Mahi, companies are transitioning from merely limiting harm to actively contributing to the environment. This journey encompasses various stages: from doing no harm to replacing what's taken, and eventually leading others in collective environmental stewardship.

The Role of Epiphany Design Labs and Assessment Tools

Epiphany Design Labs, the creator of

Mahi, has a Sustainability Tool. This tool gauging the regenerative systemic approach of a New Work Sustainability strategy for the planet every job does positive feedback environment pleasurable life. By making and fun, Mahi the planet is fulfilling path.

BY MAHI REVEALS | SCIENCE

A.I. Planetary Empathy

And why misinformation is derailing it.

BY TOM ANDREWS | GLOBAL WARMING

Planetary Empathy

Oceans are set to rise about one foot by 2050, scientists warn.

ON A WINTER NIGHT in early 2016, Jeremy In the lexicon of Sanskrit, "Mahi" translates to "Mother Earth," a term resonating with reverence and personhood. In 2025, an AI app embodying this philosophy was introduced, not just as a tool but as a harbinger of a profound transformation in the corporate world. Mahi, as this AI is known, bridges the cognitive and empathetic gap between businesses and the planet, acting like a conscience for corporate entities and empowering them to converse with nature through data and storytelling.

The Birth of Mahi and Its Philosophical Roots

Mahi's conceptual genesis lies in acknowledging the personhood of nature, a belief deeply rooted in indigenous cultures. It envisions businesses as living entities with the potential for both harm and healing. Traditionally, corporations, often likened to sociopaths in their relentless

Over the past revolutionists with their environmental stories and indigenous sustainability. Employees, a grand concept empowered contribution termed 'insig individuals to collectively ecological balance and pollution

understandable and applicable insights, Mahi allows humans to act as the conscience of their businesses, fostering a language of planetary empathy.


Hands-On Experience: Planetary Empathy Workshops and Systemic Design

The implementation of Mahi is not limited to digital interaction.

Companies are engaging in planetary empathy workshops, employing tools like sustainability canvases and lifecycle analysis education to deepen understanding. These hands-on experiences echo the principles of systemic design, ensuring that sustainability is ingrained in every aspect of business operations.

Design fiction prototypes of "Future Workplace" to test concept with users.

This included magazine articles, videos and invoices from nature to the business



Nature Neglect Invoice

INVOICE № INV #137448455 INVOICE DATE 03.03.2021 ACCOUNT № 1234567788

SL.	Item Description	Price	Qty.	Total
1	Carbon emissions	\$400	2	\$800.00
2	Transportation	\$5	120	\$600.00
3	Negligence	\$240	3	\$720.00
4	Other services	-	-	-

Payment Info:

Account№: 1234 456 444 555

A.C Name: Susan Clarke

Bank Details: Details

SubTotal: \$ 2 120.00

Tax: 0.00%

Total: \$ 2 120.00

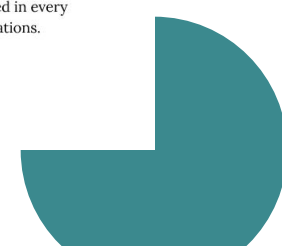
Invoice to:

Susan Clarke

District Brilliant st.

Solnichnaya, 43, Location

Authorized sign



Mahi

Project Conclusion

"How Might We enable Chief Sustainability Officers (CSOs) within companies to effectively leverage ESG (Environmental, Social, and Governance) data to tailor strategies that address the specific needs of employees and teams, while also aligning with broader business objectives related to ESG reporting and implementation?"

Impact:

- Co-Engineered a coherent concept for sustainable business transformation, driving systemic change.
- Aligned corporate stakeholder needs with those of the CSO, fostering collaboration and shared objectives.
- Produced three impactful prototypes: an AI chatbot, UI app prototype, and speculative design model.
- Validated concepts, instrumental in achieving product-market fit and advancing AI and ESG industry research.
- Tested, validated, and earned praise for concepts from a spectrum of industry experts, affirming their effectiveness and relevance.

What I learnt;

- Undefined projects can result in research paralysis; it's best to prototype and test.
- When tackling complex research, a robust labelling system is invaluable.
- Understanding how tools like AI can streamline intricate tasks.
- Recognising the importance of confidence in social interactions and the effectiveness of in-person guerrilla testing.

My process:

- Designed, tested, and iterated UI layout and functionality, receiving excellent feedback on usability.
- Co-created GPT-based AI stacks, iterated proof-of-concept AI and data analysis functionality.
- Used user interviews and surveys of ESG

My Role: UX & UI - Design Research - Branding - AI Research - AI Coding

Skills/Activities: Wire framing - Prototyping - High Fidelity Prototypes - User Research & Interviews - Surveys - Testing - Business Model - Value Proposition - User Journey - Low Fidelity Prototypes - Branding - Design System

Tools: Figma, FigJam, Miro, Google Slides, Zoom, Microsoft Excel, Microsoft Word

HotPatch

Team Project - 3 week Agile Sprint - Client work -
Responsive Website Redesign - Online



USER RESEARCH AND RESPONSIVE



HotPatch Helps Potential Short-Term Renters Who Need To Find And Lease Spaces (Such As Freelancers Or Event Organisers) In An On-Demand And Flexible Way By Reducing Long Searches For The Right Space And Matching Bookers To Their Specific Criteria.

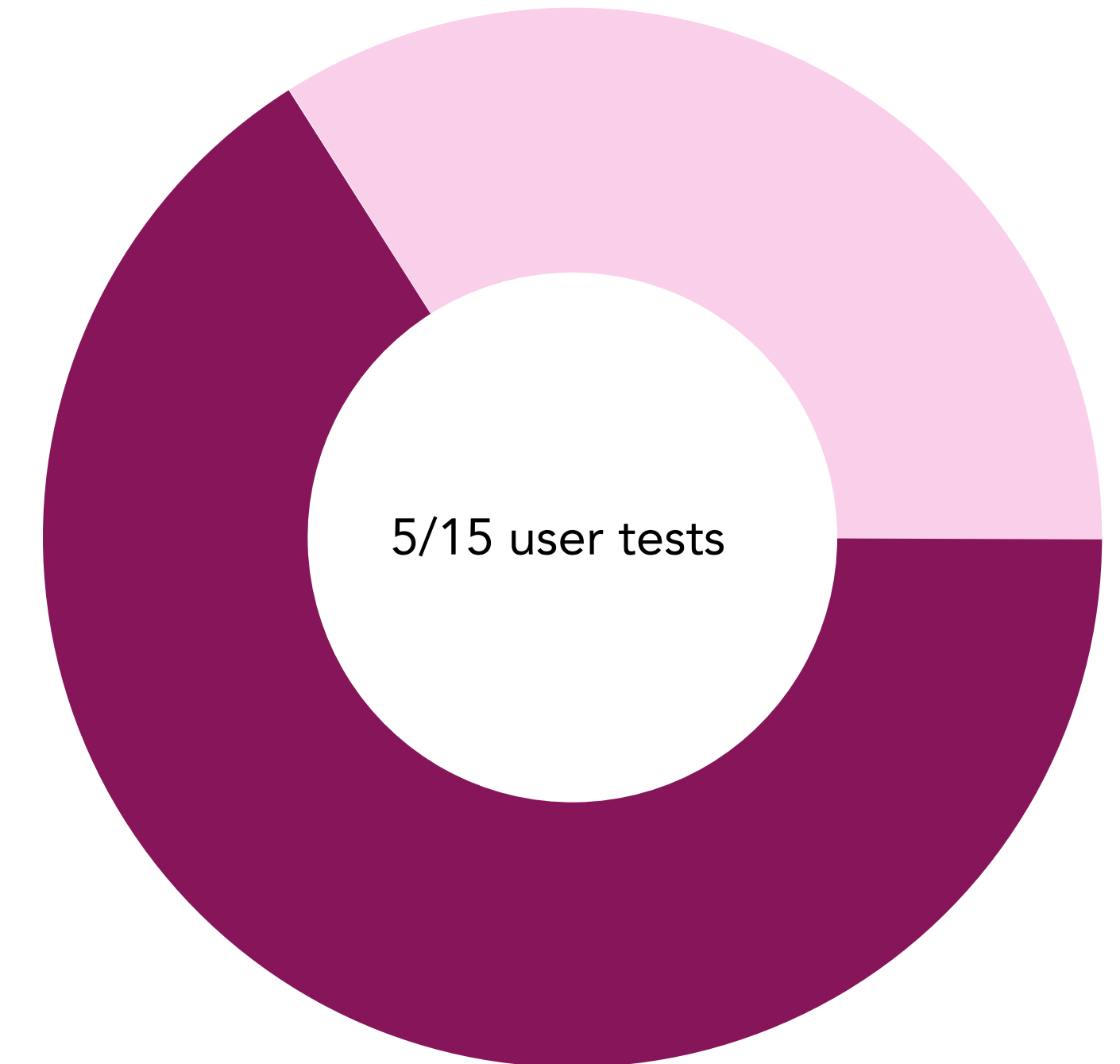
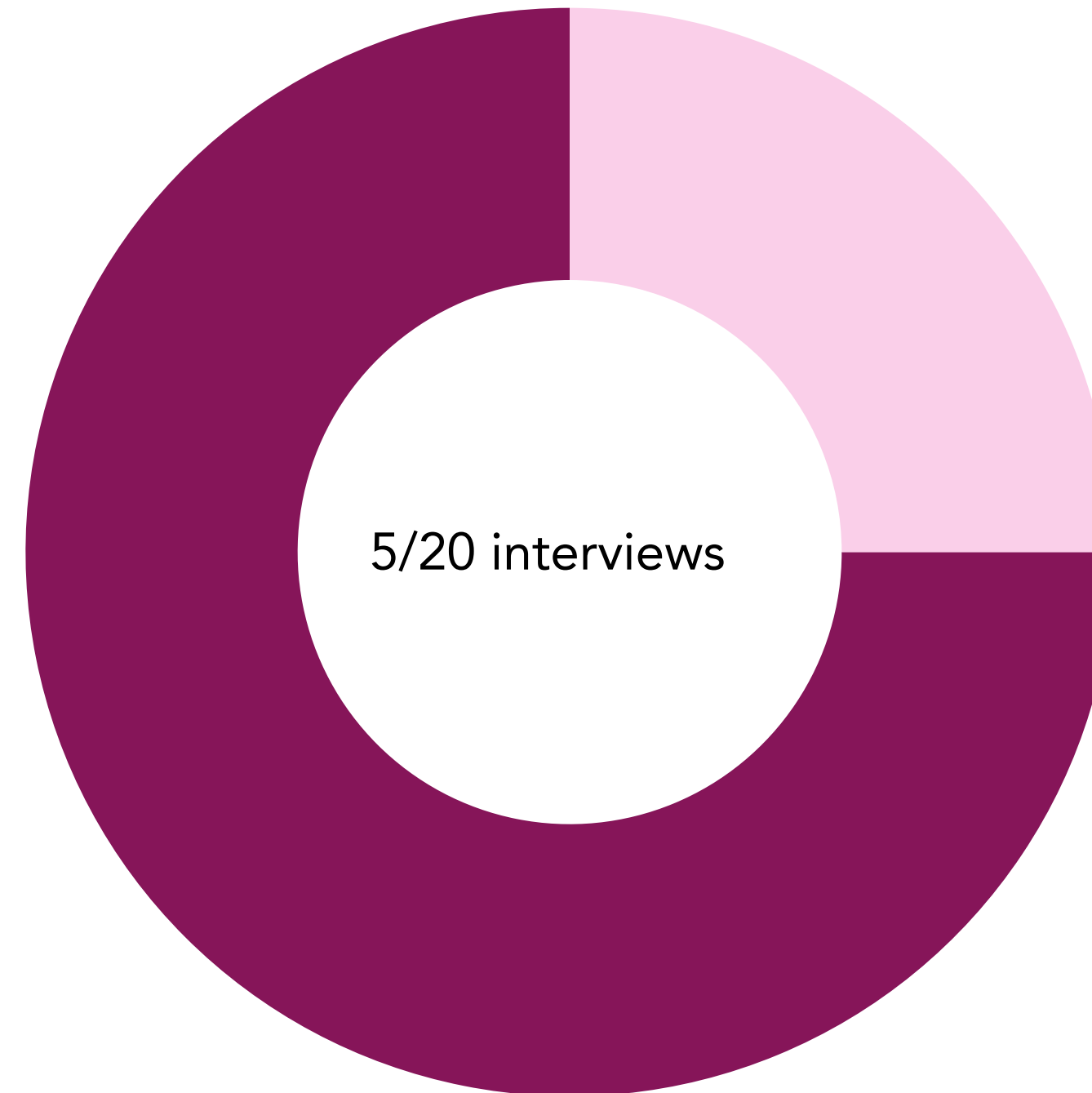
Research

Conducted Research

Conducted 5 interviews and 5 user tests

After affinity mapping these, the main insights we gained were:

- That bookers preferred looking for and bookings spaces on desktop as it was more of a work activity
- Bookers prefer to have rapport built with the host before booking
- They need to have a feel or “vibe” of the space visually before deciding if its right for them



4 Key insights

- Users had a lack of trust online
- Users wanted prior rapport with hosts
- Users preferred in-person interactions
- Users wanted locations to matches their specific criteria

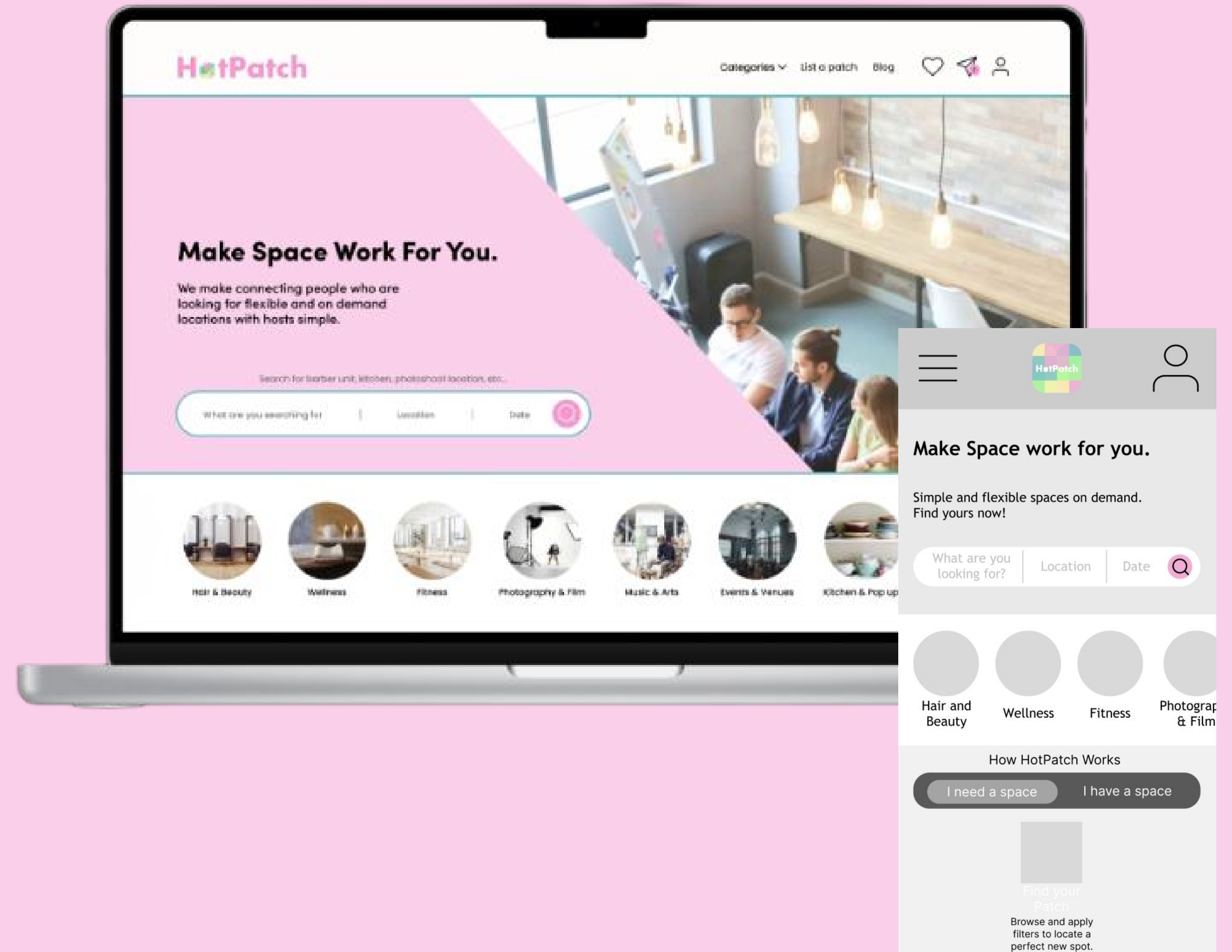
Responsive Design

Lead On Mobile Viewport

Although it is common practice for UX designers to start designing the mobile viewports and move forward from there (as it is easier to move from a smaller viewport to a bigger one), we, as a team, decided to focus on the desktop view of the website. This decision was made due to the finding of users preferring to use desktop to book their spaces.

However, I still individually worked on the mobile viewport alongside getting the desktop view done.

The main focus was on the desktop so the mobile only got a low-fi done but I got a usability test done on it and received positive feedback.



HotPatch

Project Conclusion

How Might We stop Bookers from coming back with questions when trying to find and book a space?

How Might We provide the right tools for the host so that they can efficiently list their space?

Impact:

- Designed interviews, and conducted 5 interviews of (20)
- Identified 4 key user insights
- Solely created responsive Hi-Fi designs, and UI finish
- Conducted 5 usability tests of (15) excellent feedback
- Final prototype received exceptional client feedback

What I learnt;

- Interviews are not only insightful but can also be enjoyable experiences.
- Speaking up about issues saves time, energy, and prevents sub-par work.
- Achieving alignment among team members through both verbal and visual communication tools.
- Embracing discomfort as a pathway to improvement, recognising that proficiency comes from initial failures.
- I gained valuable insights into practical visual design proficiency.

My process:

- Reached out to clients provided by HotPatch as well as clients found on my own
- Extracted insights from interviews
- Ideated with team and client in design studio
- Started prototyping as a team
- Was solely in charge of mobile viewport
- Tested and iterated prototypes

My Role: UX & UI - Design Research - Co-lead - Co-facilitation

Skills/Activities: Wire framing - Prototyping - High Fidelity Prototypes - User Research & Interviews - Surveys - Testing - Business Model - Value Proposition - User Journey - Low Fidelity Prototypes

Tools: Figma, FigJam, Optimal workshop, ZOOM

BorrowMyDoggy

Team Project - 2 week Agile Sprint -
Concept Development - Mobile App
Redesign - Online



DEFINITION AND IDEATION



BorrowMyDog facilitates seamless connections between dog owners seeking dependable care services and trusted dog sitters. Our platform offers a free and reliable leisure opportunity for both parties.

Definition

Leading The Definition Process

I led my team in defining our project's scope using the double-diamond process after gathering research insights.

We individually developed personas, problem statements, HMWs (How Might We questions), and journey maps, then collaboratively selected the best ideas from each.

This gave us a clearer definition of the problem we were facing. It all boiled down what trust looked like to the dog owner.

Dog Owners Need More In-Depth And Relevant Information About Prospective And Current Borrowers So That They Can Feel Safe And Secure In The Knowledge That Their Dog's Specific Needs Will Be Met.

HMW Display Dog-Sitters' Skills In A Visually Accessible Way To Convey Trustworthiness To Owners?

Previously problem statements

Problem statements for Jessica:

- Blue cards:**
 - Jessica needs access to a dog sitting app that allows her to select a sitter she can trust and can cater to the specific needs of her dog Lily.
 - Jessica needs to get a dog sitter that she trusts so that she can go on holiday without worrying about the safety of her dog.
 - Jessica needs an app that allows her to pick a dog sitter in her local area that has been verified by a third party so that she can be away from her dog without worrying about the safety of it.
- Orange cards:**
 - Jessica wants to be able to find trustworthy borrowers for Lily on BorrowMyDoggy so that she doesn't have to be anxious about her care.
 - Jessica wants a way to tell who is credible on BorrowMyDoggy so that Lily's needs are met.
 - Jessica wants a way to easily message borrowers on BorrowMyDoggy so that she can find someone who understands Lily's needs.
 - Jessica needs to gather sufficient information about a borrower on BorrowMyDoggy before she can lend Lily to them.
- Green cards:**
 - Jess needs more detailed information about potential sitter, to be able to match them to her own personality and the needs of her dog so she can feel safe and confident her dog will be well looked after.
 - Jess needs an in-depth knowledge of the person who wants to sit for her dog so she can feel safe and confident her dog will be well looked after.
 - Jess needs a quick way to build rapport with trusted sitters so she can go away for weekends more regularly.

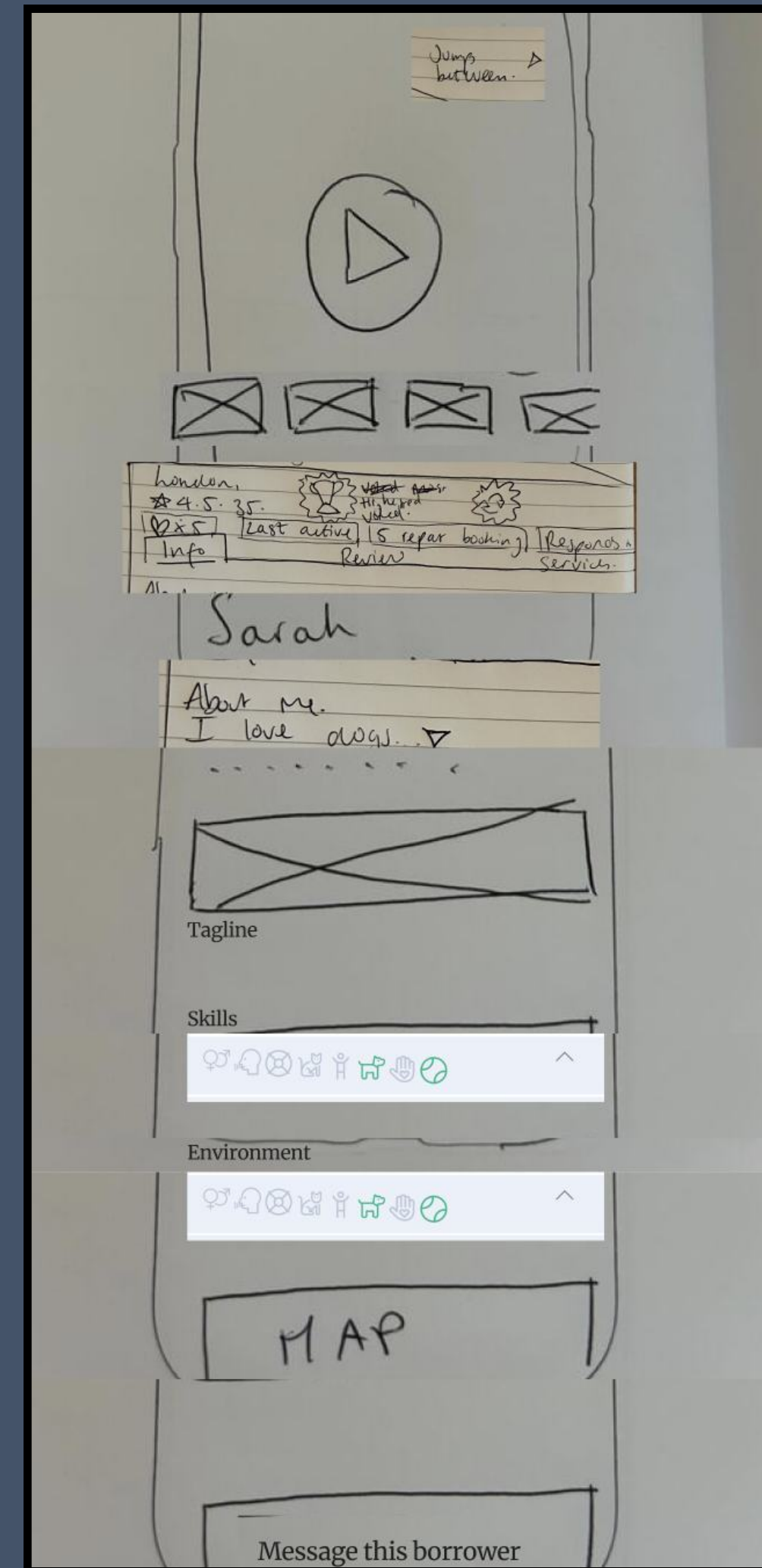
HMW questions:

- HMW offer more forms of communication on the app e.g video call
- HMW make dog more independent
- HMW better promote reviews and suggestions to create a digital community of communication between sitters
- How might we encourage using communication between dog owners and sitters so that both sides feel comfortable and confident in their dog borrowing relationship?
- How might we ensure Jessica receives all the information necessary from her dog sitters?
- How might we get Jessica to not feel anxious about leaving her dog with strangers?
- How might we make sure that Jessica's dog needs are met when she is away from home?
- HMW create a dog sitter passport which gives quick look guides to dog sitter skills and experience
- HMW make sitter profile clearer and easier to see
- HMW demonstrate Lily's needs more clearly so that dog sitters can match them to their own skill set
- HMW add skills to a borrower's profile so that borrowers are more qualified with their information?
- HMW offer quick look guides to dog sitters skill sets
- HMW introduce more dog owners to one another so they can look after each others dogs and others
- HMW demonstrate Lily's needs more clearly so that dog sitters can match them to their own skill set
- How might we ensure Jessica's dog sitters have more that the dog's requirements?
- HMW allow borrowers to create reviews that dog owners are more qualified with their information?
- HMW offer support building through structures in safe process of check list
- HMW make borrower's profile more trust conditions so that owners will trust more trusting?
- HMW verify a borrower on the app so that owners have more security?
- HMW bring together owners and borrowers to ensure security for sitters

Ideation

Design Studio With The Team

- Led an exhaustive design studio with my team, exploring diverse solutions.
- Initiated with a round of "crazy 8's", followed by two additional rounds of discussion, voting, and sketching.
- Prioritised features, compiled popular various components into a sketch, which serving as the foundation for our new profile page prototype and the primary solution to the brief.



Project Conclusion

How Might We convey dog-sitters' skills in a clear and accessible way to foster a sense of trust in dog owners during the booking process?

Impact:

- Optimised user flow by simplifying navigation, and significantly improving profile page
- Led ideation workshop, collectively generated 27 ideas, implemented several in user flow
- Reduced bounce rate, by an average of 2 minutes each

What I learnt;

- Speaking up more in meetings, and having confidence in my ideas, leads to a better outcome
- Taking lead more often in social situations
- Delegating tasks clearly is key when working with others
- It's ok to be 'wrong', we can just learn, adapt and then pivot

My process:

- Led the definition stage with the team after conducting interviews.
- Utilised problem statements, HMWs, personas, and user journeys to comprehensively understand, define, and prioritise the problem space.
- Collaboratively ideated, discussed, sketched, and prototyped potential solutions.

My Role: UX & UI - Design Research - Co-lead - Co-facilitation

Skills/Activities: Wire framing - Prototyping - High Fidelity Prototypes - User Research & Interviews - Surveys - Testing - Business Model - Value Proposition - User Journey - Low Fidelity Prototypes

Tools: Figma, Figjam

Hijama Nation

Marketing/Innovation — Team, Client, 2 Years -
Growth Design, Marketing, Data Analytics, Content

A/B SPLIT TESTING AND STRATEGIC GROWTH DESIGN



Hijama Nation Empowers Alternative Therapy Practitioners With Expert Training In The Lesser Known Eastern Cupping Technique, Hijama. Their Inclusive Online And In-Person Programs Offer Certification And Invaluable Access To A Supportive Client Network, Fostering Growth In Professional Skills.

Clickfunnels



Challenge:

Creating dedicated Click Funnel Optimisation for Hijama Nation sales conversions

Objective:

- Create a click funnel to boost enrolment.
- Increase conversion rates and ROI.

My Process:

- Ran quick-fire ads with 5 different copies and images for 10 hours, analysing data to identify top-performing creative copy.
- Conducted thorough research to understand target audience pain points, crafting compelling email copy that doubled open rates and drove traffic to product funnels.
- Continuously monitored and optimised Facebook ads, achieving higher click-through rates and lower cost per acquisition through meticulous testing and analysis.

Impact:

- Doubled email open rates from 15% to 40%, driving significant engagement.-
- Grew blog traffic to 400,000 visits per month, fortifying our digital presence.
- Optimised funnels led to higher conversion rates and reduced ad costs.
- Achieved a notable increase in engagement, improved ROI, and enhanced user satisfaction through continuous refinement.

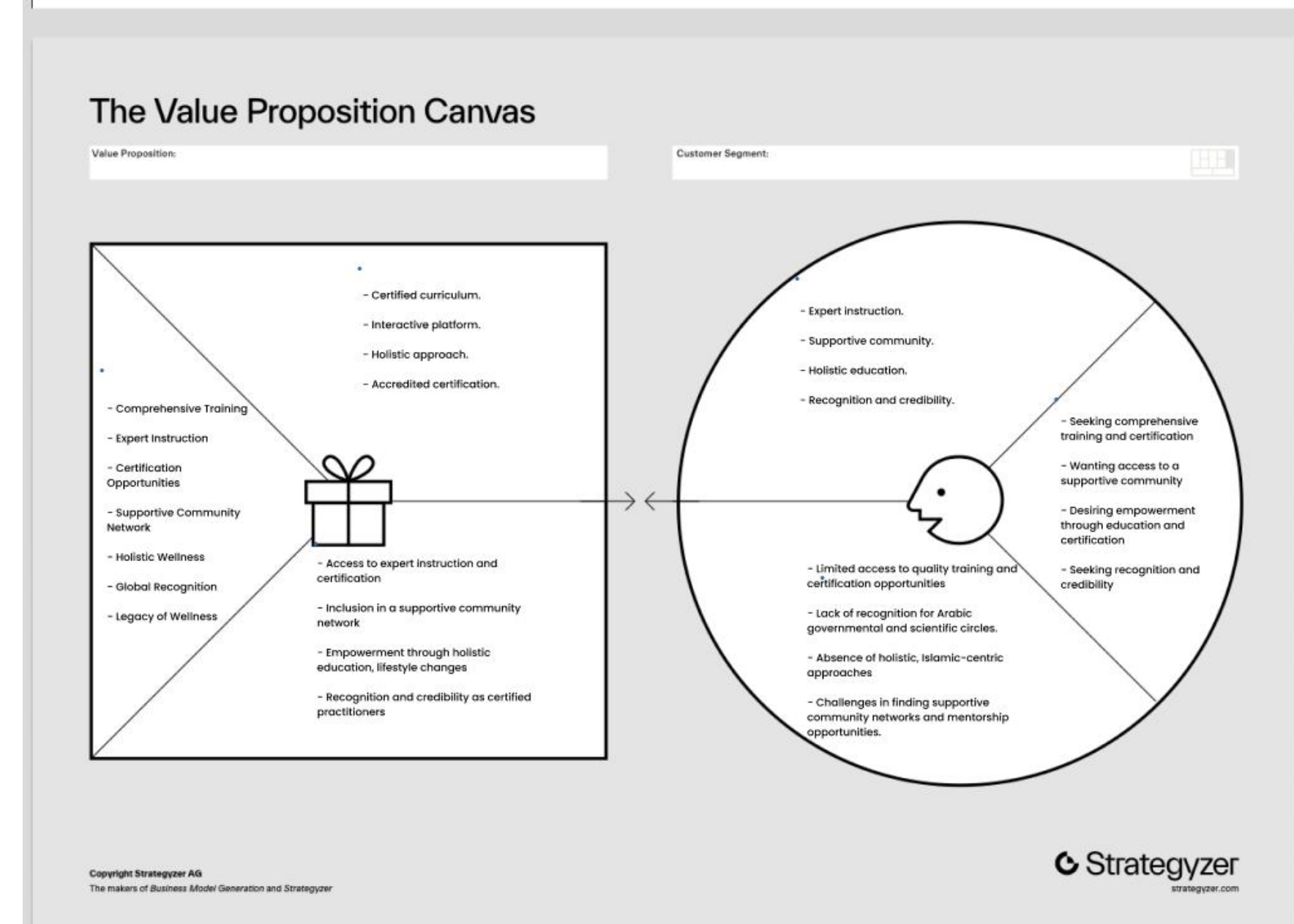
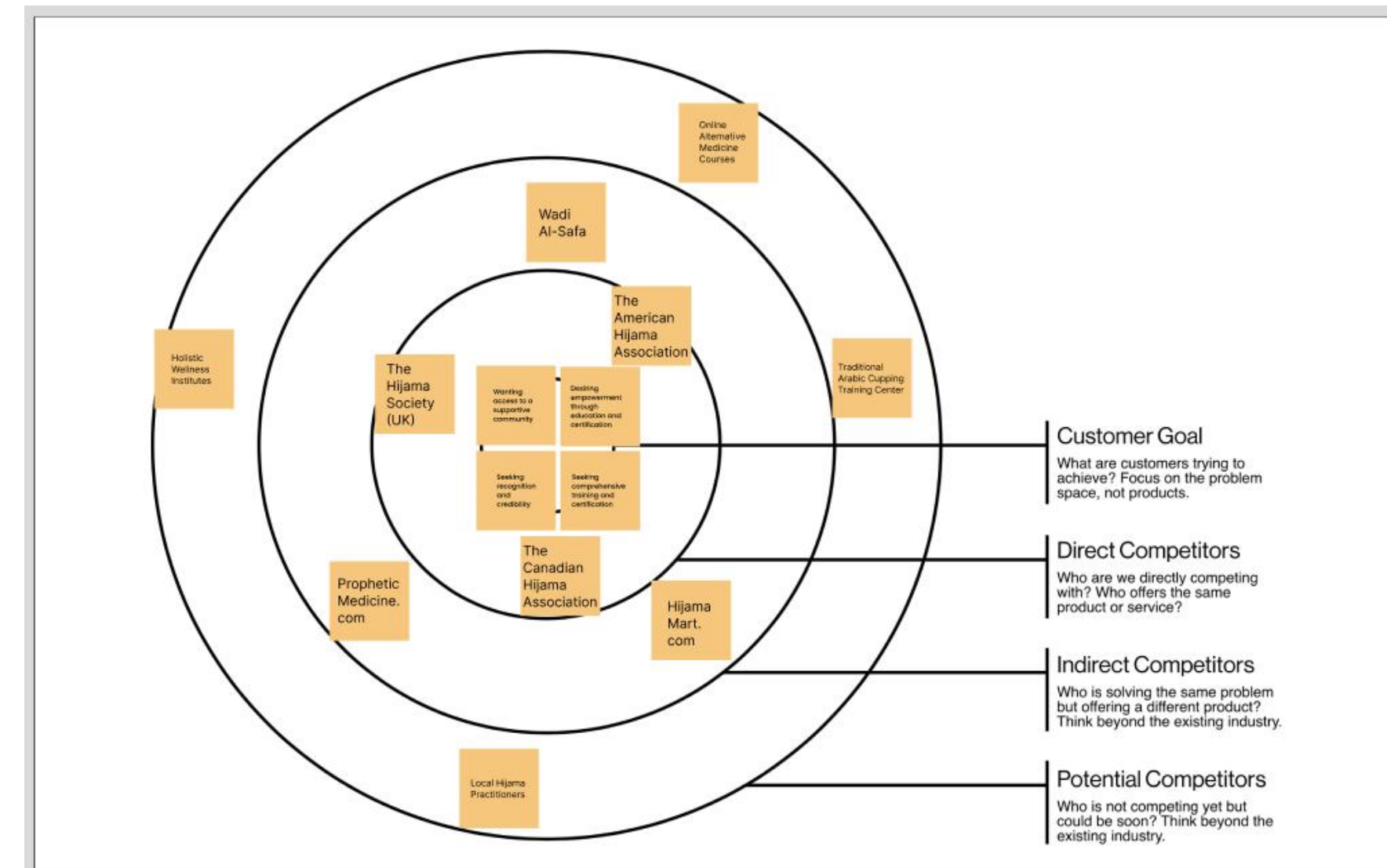
Business Market Research

Process:

- Conducted comprehensive customer research, including desk research, persona development, journey mapping, and data-driven design, while actively monitoring social media and forums for feedback.
- Conducted thorough business research, utilising tools such as the Value Proposition Canvas, Business Model Canvas, and competitor research and analysis.

Impact:

- Defined distinct user segments, Job Stories, and user needs.
- Successfully communicated findings to the team, resulting in the creation of impactful marketing strategies.
- Provided clarity to the team by concisely mapping the business models of the company.
- Mapped and analysed the current market landscape and identified opportunities.
- Highlighted potential opportunity spaces and suggested improvements to product, market, service, and communications.



Project Conclusion

Impact:

- Doubled email campaign open rates from 15% to 40%, driving increased engagement and conversions.
- Boosted blog traffic to 400,000 visits per month, establishing a strong digital presence and community engagement.
- Optimised marketing funnels, leading to higher conversion rates and reduced ad costs through data-driven A/B testing.

My Role: Digital marketer

Skills/Activities: Conversion Campaigns, Engagement Campaigns, Funnels, Ad Campaigns, Copywriting, Data Analysis

Tools: Facebook, ClickFunnels

My process:

- Ran quick-fire ads with 5 different copies and images for 10 hours, analysing data to identify top-performing creatives.
- Conducted thorough research to understand target audience pain points, crafting compelling email copy that doubled open rates and drove traffic to product funnels.
- Continuously monitored and optimised Facebook ads, achieving higher click-through rates and lower cost per acquisition through meticulous testing and analysis.

Collaborator & Client Testimonials



Mani I

Collaborating with Amaar has been an exceptionally rewarding experience, characterised by seamless teamwork and mutual satisfaction.

His professionalism, attention to detail, and quick grasp of ideas have significantly contributed to our project's success.

Amaar's eagerness to learn, coupled with his resilient nature, makes him an invaluable asset to any team.

Throughout our collaboration on an AI-powered ESG project, he fully embraced the user-centred design mindset, demonstrating a willingness to immerse himself in the intricacies of the task at hand.

His proactive approach and genuine curiosity, coupled with his adaptability, ensure that he not only meets but exceeds expectations.

I am eager to further pursue this, and other future collaborations with Amaar, confident in his ability to excel and contribute meaningfully to any endeavour he puts his mind to.



Yasin Alimam

Amaar was great. I was impressed with his professionalism and high standard of work. He worked diligently, and efficiently to improve the customer user journey, functionality, and features on the existing site.

He involved me in remote design studios to produce useful and functional design solutions which addressed our business needs and employed a range of useful tools at the research stage, which produced valuable insight into our users. He was also very agile in his process, and pivoted effectively, after feedback from me.

I was impressed with the level of user testing and critical thinking involved in evaluating the designs to ensure scalability while addressing the research undertaken. His work has now formed the core part of our UX pipeline and will be implemented.

Companies I've Worked With



Royal College of Art



JLR



IMPERIAL



TATA STEEL



Royal College of Art
**THE HELEN HAMLYN
CENTRE FOR DESIGN**

