

Hafeez Raji

UX Director | Enterprise Product Design Leader

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SUMMARY

Senior UX and Product Design leader with 14+ years transforming complex enterprise software into intuitive, measurable user experiences. Specializes in Enterprise UX, AI-powered experiences, analytics platforms, Human Capital Management (HCM), and design systems. Builds and leads high-performing design teams, modernizes legacy enterprise products, and delivers measurable business outcomes through research-driven design — including raising customer satisfaction (CSAT) from 2.5 to 4.1 through an enterprise analytics redesign at ADP.

CORE EXPERTISE

Enterprise UX | Product Design Strategy | AI-Powered Experiences | Analytics & Data Visualization | Human Capital Management (HCM) | Design Systems | UX Research & Discovery | UX Consulting | Design Leadership & Team Building | Cross-Functional & Executive Leadership | Omnichannel Experience Design | Agile & Lean UX

PROFESSIONAL EXPERIENCE

Founder & Design Lead — Independent Product Practice

Aug 2024 – Present

House of Verdure • Orishi's Vision / Odūra

- Built and shipped two consumer brands end to end — product strategy, brand identity, design system, IA, editorial content model, and storefront experience across web, Etsy, and Shopify.
- Operate as an AI-native design practice. Designed and coded a custom CMS and site architecture using AI coding tools, and built AI image and video production pipelines that took original IP from style bible to finished cinematic reels — compressing a studio-scale workflow to a one-person one.

UX Director

Apr 2019 – Jul 2024

ADP • Roseland, NJ

- Led a team of 8+ designers, researchers, and developers delivering enterprise UX for ADP's Analytics & Benchmarking (HCM) platform across desktop, mobile, and AI-powered experiences.
- Owned UX across three core products in ADP's DataCloud division — a reporting tool, an analytics tool, and ADP Benchmarks — driving a 25% increase in overall client satisfaction (CSAT) across the portfolio.
- Drove UX for ADP Benchmarks, the division's primary revenue-attributed product, contributing to a 40% increase in user engagement and a 15% boost in sales.
- Redesigned the Reports & Analytics onboarding and contextual-guidance experience, raising CSAT from 2.5 to 4.1 and reducing client churn risk.
- Defined and launched Analytics Assist, ADP's Gen AI conversational analytics interface — the company's first AI-powered, natural-language insight-discovery experience.
- Reorganized information architecture from a product-centric to a themed, story-driven model (Effortless Analytics), increasing analytics utilization and strengthening customer advocacy.
- Led the Omnichannel Analytics initiative, unifying desktop and mobile on a single codebase; applied the HEART framework and heuristic evaluation to achieve an 80% adoption rate of the new UI and a 30% reduction in engineering tech debt.
- Redesigned the core reporting tool from a tedious, wizard-based flow to real-time, self-service reporting, boosting user efficiency and satisfaction.
- Implemented usability testing protocols that reduced user errors by 30% and increased task completion by 20%.
- Presented UX strategy and research findings to C-level executives, shaping product roadmaps and cross-functional alignment.
- Owned headcount strategy and resourcing for the UX team, aligning talent allocation with business priorities.
- Mentored and developed design team members, strengthening design maturity, craft, and succession depth.

Lead UX Designer

Jan 2014 – Apr 2019

ADP • Roseland, NJ

- Designed analytics-focused interfaces for ADP's enterprise HCM software suite, focusing on usability and data comprehension.
- Conducted user research and usability testing to inform iterative design decisions.
- Partnered with engineering to translate research and design specifications into shipped features.
- Produced wireframes, prototypes, and UI specifications for development teams.

Senior UX Designer

Jun 2012 – Dec 2013

Merck • Rahway, NJ

- Led design of user-centric interfaces for Merck's pharmaceutical and healthcare applications.
- Partnered with product managers and engineers to align design with business goals and technical feasibility.
- Produced wireframes, prototypes, and high-fidelity mockups, iterating based on user feedback.

EDUCATION & CERTIFICATIONS

Education

BFA, Industrial Design
Carnegie Mellon University, Pittsburgh, PA

Certifications

- Management Accelerator Program — McKinsey & Company
- Business Strategy — McKinsey & Company
- Deque Accessibility Certification

TECHNICAL SKILLS

Figma

Adobe Creative Suite

Axure

Miro

UserZoom

Optimal Workshop

Confluence

JIRA

Trello

HTML/CSS