



SARFRAZ NAWAZ

UX/UI DESIGNER

17+

Total Years of exp

4+ years of UX design practice and a decade of combined design experience.

To utilize my expertise in UX/UI design to create **meaningful** and **impactful** experiences for users through modern and innovative designs.

SKILLS

- Proficient in **design thinking** and **user-centred design** methodologies.
- Strong ability to conduct **user research** and **analyse user feedback**.
- Good **skills in UX/UI design** tools such as Sketch, Figma, Adobe Creative Suite, etc.
- Experience with **prototyping** tools such as InVision, Marvel, etc.
- Knowledge of HTML, CSS, JavaScript, Angular, and other **front-end development** languages.
- Ability to collaborate effectively with cross-functional teams.

[Awards, Certificates & other Activities](#)

PORTFOLIO

<https://sarfraz-nawaz.github.io>

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EDUCATION

2001 – 2006

Msc Computer Science & Technology
University of madras, Chennai (5 years
integrated course)

LEAD UX/UI DESIGNER

IBM iX, Bangalore (Feb 2020 – Present)

Full-time UX/UI Designer with minimal research responsibilities for project support. As a UX Designer at IBM, I gained valuable experience learning and working in depth. I have largely worked on client projects and have limited exposure to internal projects. I’ve worked on a variety of digital products, including phones, tablets, and websites, with support from **Gen AI tools**. I engaged in corporate campaigns to engage new staff in UX CoP and EDT sessions, both online and in person.

DESIGN MANAGER

Twilight IT Solutions, Puducherry (May 2017 – Feb 2020)

Expertise as a **full stack designer** with a **hybrid approach** to front-end and CMS development. Managing and directing a team of 20 people while a few resources come and leave based on the project’s strength. My responsibility is to manage the team by scheduling duties and resolving difficulties or suggestions as they arise. My full-time job involves handling dedicated full-time clients, as well as a few additional clients who come and go as needed. Complicated but I enjoyed learning how to manage pressure at work.

SENIOR DESIGNER

RJT Compuquest (Mar 2016 – mar 2017)

Managing responsibility of two designers and working together as a **full stack designer** and in a hands-on manner. The challenge is to collaborate with other location designers in developing design principles, standards, and best practices. Collaborating with clients and development teams, as well as participating in a few workshops. Hands-on work on **frontend technologies** such as CMS, Angular, Javascript, HTML, and SASS.

[More experiences on LinkedIn](#)

PROJECT 1

MSS (Managed Security Services)

Roles: UX/UI Designer, and Fronted Developer

I have been an **individual contributor** to a couple of projects during this year-long internal effort. Suggested alternative routes, recommended using IBM Carbon design systems, and **worked with the research team** following the UX tasks was completed. Recommended **business proposals for marketing assets** like logos, PPT’s, Corporate Identity. Additionally, as an individual contributor to a project involved into **UX Research, Design, and Frontend**.

Case Study: [X-Force Red](#) [Basecamp](#)

PROJECT 2

FRITOLAY

Roles: UX/UI Designer, Research (Support)

Wonderful experiences, I worked both as a team and on my own for almost two years, contributing to a variety of tasks like **research, wireframes, MVPs, prototypes, making journey, golden threads, overseeing design systems**, and much more when needed. I also assisted in the creation of components like **hybrid design systems** for the Salesforce Lighting System and Human Interface Guidelines. For MVP Journeys, on iPad and iPhone devices worked more than 50+ journeys.

Case Study: [Mobile Banking](#)

PROJECT 3

EQUITAS BANK

Roles: Research, UX/UI Designer

Stressful and excellent learning experiences. It’s a six-month initiative that falls under the banking domain. **Overseeing the UX team** and participating in its development from the beginning, including **heuristic evaluations, market analyses, competitive analyses, information architecture, user interviews, card sorting wireframes, prototypes, A/B testing**, and so on. Finish tasks early and gain great collaboration with IBM Chief Design Office experience.

Case Study: [Mobile Banking](#) [Internet Banking](#) [Tab Banking](#)

PROJECT 4

RIIO – T3 (NATIONAL GRID)

Roles: UX/UI Designer

Working with devs concurrently on each sprint is challenging. As I have limited coding knowledge, I can discover examples to convince the development team in a single call. I was in the solid of the activities, and the work needed to be delivered quickly, so the first thing I recognized was the template gathering that followed the **components created for the Design System**. After each sprint, I can go to the template, use the components, and **add new components** and use **UX expertise solutions**, if all team members approve them. Following the problem statement, submit solutions to the development team as soon as possible so that the work may continue and be completed within the same sprint.

Case Study: [Web Portal](#)