



SARFRAZ NAWAZ

UX & UI DESIGNER

16+

Years of exp



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

UX DESIGNER

IBM iX, Bangalore (Feb 2020 - Present)

- Conducted user research and gathered feedback to inform design decisions.
- Designed user interfaces for web and mobile applications using Sketch and Figma.
- Developed wireframes, prototypes, and visual designs for various projects.
- Collaborated with developers and product managers to ensure designs were implemented accurately.
- Conducted usability testing to evaluate the effectiveness of designs and make improvements.

DESIGN LEAD

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

- Led a team of designers, fostering a collaborative and creative environment to inspire innovation and ensure high-quality design output.
- Collaborated with stakeholders, product managers, and cross-functional teams to define design goals, project scopes, and timelines.
- Conducted user research, usability testing, and competitive analysis to inform design decisions and ensure user-centric solutions.
- Led the design process, overseeing the creation of visual designs, interaction design, and prototyping.
- Developed and maintained a design system to establish visual and interaction design patterns, ensuring consistency and efficiency across projects.

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PORTFOLIO

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

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TC Koot Road, Villupuram, TN - 605111,
India.

SKILLS

- Proficient in design thinking and user-centered design methodologies.
- Strong ability to conduct user research and analyze user feedback.
- Excellent skills in UI/UX design tools such as Sketch, Figma, and Adobe Creative Suite.
- Knowledge of HTML, CSS, and JavaScript for front-end development.
- Experience with prototyping tools such as InVision and Marvel.
- Ability to collaborate effectively with cross-functional teams.

EDUCATION

2001 - 2006

Msc Computer Science & Technology

University of madras, Chennai (5 years integrated course)