



SARFRAZ NAWAZ

UX/UI DESIGNER | DESIGNOPS & UX STRATEGY

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[Portfolio](#) | [LinkedIn](#)

18+ years of experience, including **5+ years in UX/UI design** and extensive expertise in **web design, graphic design, and visual design**. Strong focus on **DesignOps, UX Strategy, and Scalable Design Systems**. Adept at integrating user research, accessibility, and front-end development to streamline design workflows and drive business impact.

CORE SKILLS & EXPERTISE

- DesignOps & UX Strategy (Design Process Optimization, Tooling, Governance)
- UX/UI Design (Wireframing, Prototyping, User Research, Interaction Design)
- Design Systems & Branding (Scalability, Consistency, Governance)
- Usability & Accessibility (WCAG Compliance, User Testing, A/B Testing)
- Agile & Cross-Functional Collaboration (Stakeholder Engagement, Product Alignment)
- Design Tools (Figma, Sketch, Adobe Creative Suite, InVision)
- Front-End Technologies (HTML, CSS, JavaScript, Bootstrap, React)

PROFESSIONAL EXPERIENCE

UX/UI Lead Designer | IBM iX, Bangalore (Feb 2020 – Present)

- Led UX/UI design for web and mobile, boosting user engagement by 25%.
- Established and maintained design systems, ensuring consistency across multiple products and platforms.
- Optimized design-to-development workflows, reducing handoff errors by 30%.
- Led usability testing and research, incorporating data-driven decisions to enhance product functionality.
- Implemented DesignOps strategies, streamlining cross-functional collaboration between design, development, and product teams.

UX/UI Lead | Twilight IT Solutions, Puducherry (May 2017 – Feb 2020)

- Led a UX team, driving UX strategy and research across multiple projects.
- Developed a scalable design system, reducing design inconsistencies by 40%.
- Conducted heuristic evaluations, A/B testing, and user research to improve usability.
- Collaborated with product and engineering teams to ensure seamless design execution.

[Details of Experiences on LinkedIn](#)

KEY PROJECTS

[Project case studies](#)

EQUITAS BANK

Role: UX/UI Designer & Research Support

- Led a **six-month banking UX initiative**, improving mobile and Internet banking experiences.
- Conducted **competitive analysis, usability testing, and information architecture planning**.

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

FRITOLAY

Role: UX/UI Designer & Research Support

- Conducted **UX research, journey mapping, and design system implementation** for hybrid Salesforce Lighting System.
- Created **50+ mobile-first MVP journeys**, improving UX for iPad and iPhone applications.

Case Study: [Mobile Deposit](#)

RIIO – T3 (NATIONAL GRID)

Role: UX/UI Designer

- Developed a **component-based design system**, improving efficiency in design implementation across sprints.
- Streamlined communication between designers and developers, reducing **handoff delays by 35%**.

Case Study: [Web Portal](#)

MSS (MANAGED SECURITY SERVICES)

Role: UX/UI Designer & Research Support

- Advocated for IBM Carbon Design System adoption, standardizing design components across the project.
- Delivered **UX research, wireframes, and prototypes**, ensuring seamless user experiences.

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

EDUCATION

MSc Computer Science & Technology

University of Madras, Chennai (2001 – 2006)

AWARDS & CERTIFICATIONS

- Recognized for UX contributions in IBM iX projects
- Certifications in **Design Thinking, UX Research, and Accessibility Standards**

ADDITIONAL LINKS

[Case Studies](#) | [Credly Badges](#) | [Behance Design](#) | [Awards & Activities Badges](#)