



SARFRAZ NAWAZ

UX/UI DESIGNER

18+

Years of exp

5+ years of UX/UI design experience & a decade of overall design expertise.

Adept at integrating **user research**, **accessibility standards**, and **front-end development** to create compelling digital products. Skilled in collaborating with cross-functional teams to drive design excellence and impactful results.

SKILLS & EXPERTISE

- UX/UI Design (Wireframing, Prototyping, User Research, Interaction Design)
- Web Design & Development
- Responsive & Mobile-First Design
- User Testing, A/B Testing, Heatmaps
- Design Systems, Branding, and Style Guides
- Adobe Creative Suite, Figma, Sketch, InVision
- Agile & Scrum Methodologies
- Accessibility & Usability Principles (WCAG Compliance)
- HTML, CSS, JavaScript, Bootstrap, React
- Cross-functional Team Collaboration & Stakeholder Communication

PORTFOLIO

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

EDUCATION

2001 - 2006

MSc Computer Science & Technology
University of Madras, Chennai

CONTACT & LOCATION INFO

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Bangalore, India

PROFESSIONAL EXPERIENCE

UX/UI LEAD DESIGNER

IBM iX, Bangalore (Feb 2020 - Present)

- Led UX/UI design initiatives for web and mobile applications, improving user engagement and satisfaction.
- Conducted user research, usability testing, and data analysis to enhance product functionality and aesthetics.
- Created wireframes, prototypes, and high-fidelity designs using Figma and Adobe XD.
- Worked closely with developers to ensure seamless design implementation.
- Established design systems and style guides for consistency across digital platforms.

UX/UI LEAD

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

- Team Leadership & Collaboration
- User Research & Insight Gathering
- UX Strategy & Design
- UI Design & Branding
- Design Process & Workflow Management
- Cross-functional Collaboration
- Usability Testing & Iteration
- Quality Control & Design Reviews
- Innovation & Trends
- Stakeholder & Management Communication

[Details of Experiences on LinkedIn](#)

1. 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](#)

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 Deposit](#)

3. 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](#)

4. 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](#)

Awards, Certificates & Other Activities

