

# AWAIS WAHEED

## UX Designer • UI Designer • UI Developer



I'm a **Digital Product Designer** with hands on experience in **Front-end Development**. My skill set helps with crafting well researched and tested solutions for problems in a product resulting in an optimised user experience. I have a passion for UX exercise, UI design and FE development and love to create strategically crafted wireframes/prototypes which lead to a polished and responsive user interface for the product.



[www.alwaysawais.com](http://www.alwaysawais.com)



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## WORK EXPERIENCE

Some of the brands I've rendered my services for and helped improve their online presence are

 Sainsbury's

 mastercard

 vodafone

 NatWest

 Pearson

 KAPLAN

 CORAL

 Superdrug

Below are some of the organizations I've given consultancy on UI/UX and Dev.

### Product Designer / UI Developer

### ARGOS / SAINSBURYS PLC

Contract Position • Mar 2019 - Present

- Sole UX/UI designer working on an internally used Tool which enables agents at call centre to carry out operations facilitating end customers.
- Responsible for carrying out user research along with business requirement gathering and producing prototypes showing an optimised user experience and business value.
- Working closely with Product Owners and BAs and with hand on dev knowledge pointed out the build feasibility and potential dev problems early on.
- Building prototypes in Axure and Figma, UI Design in Sketch and Figma, Design hand-off using Invision app.
- Working closely with Front end and Backend developers to ensure the feature implementation and championed the most efficient techniques towards the build.
- Split contribution with the dev team towards FE Development, coding in React(typescript)/Redux, components in storybook complete with unit testing.
- Handling Styling with Sass as well as Css in JS.
- Worked in an agile scrum environment with the team.

### Lead UX/UI Designer

### SEMANTIC INTEGRATION

Contract Position • Jan 2019 - Feb 2019

- Worked as sole UX/UI designer for one of the leading education publishers known as Pearson.
- Responsible for a full fledged UX exercise based on user centred and persuasive design principles on an internal user facing application features.
- User research, Initial stakeholders and User interviews, information architecture, usability testing.
- Worked closely with BA and DEV team to manage requirements and explore technical feasibility or shortcomings on the dev implementation side.
- Developed iterations of clickthrough and interactive prototypes to highlight the user journeys and potential pain points.
- Collaborative feedback sessions with stakeholders and iterated versions of the prototypes.
- Conducted User testing against the prototypes and collected reactions/feedback.
- High fidelity designs based on the design system using Sketch.
- Design delivery using zeplin and inversion app.

## AT A GLANCE

- 15+ years of agency and industry experience
- Work directly with clients to understand their overall goals
- Provide training to help clients better understand the importance of user experience
- Rapid Development (Scrum) / Linear (Waterfall) work ethic
- Masters degree in Art & Design

## SKILLS

### UX DESIGN

- Task / process analysis
- Experience mapping
- Information architecture
- User flows / journeys
- User centered design
- High/Low Fidelity wireframing
- Rapid prototyping
- User testing

### UI DESIGN

- Visual design
- Layout and composition
- Design systems
- Mobile first adaptive
- Illustrations
- Infographics
- Branding

### DEVELOPMENT

- Front-End (HTML / CSS / JS)
- Version control
- Build and deploy code
- Analytics

### GENERAL

- Creative research
- Technical analysis
- Project planning
- Project management

- Designed and developed greenfield websites and mobile interfaces mainly loyalty programmes for financial industries.
- Lead UX and UI activities, designed planning and assigned tasks within the team.
- Worked on various fin-tech projects right from the proposal phase to delivery.
- Worked directly with clients to establish project scope, timelines, interactive prototypes and guidelines.
- Interactive click-through creation to give an early flavour of the end product.
- Mentored Junior UX and UI designers.

For more details and work examples please visit [www.alwaysawais.com](http://www.alwaysawais.com)

## EDUCATION

2009 Masters (New Media Art & Design)  
University of West London

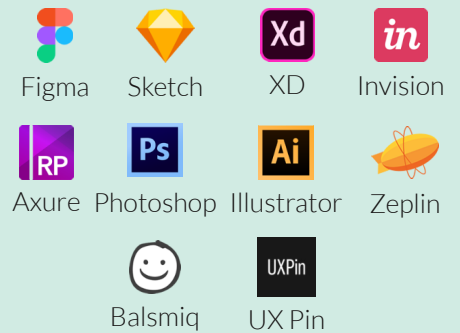
2002 Bachelors of Computer Science (BCS)  
University of central Punjab, Lahore

## MY DESIGN APPROACH

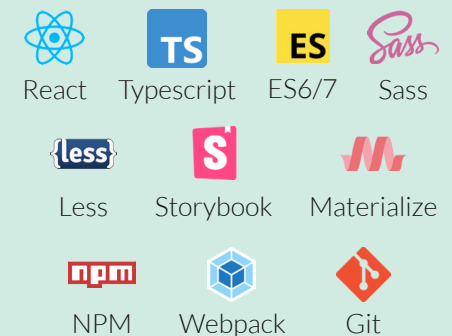
The approach I follow to overcome design challenges is normally built ad-hoc. This is shaped around the problem itself and touches upon all design process embrace all central phases of the HCD activities. The processes are often inspired by the standard double diamond model, the innovative Google design sprint, the recently revisited AJ&Smart design sprint and the useful IDEO design kit.

## TOOLS

### UI/UX DESIGN



### DEV & BUILD



## MY DESIGN PROCESS

