

AWAIS WAHEED

UX Designer • UI Designer • UI Developer

I'm a **Digital Product Designer** with hands on experience in **Front-end Dev**.

I have a passion for UI design/development and love to create strategically crafted wireframes/prototypes. I'm obsessed with creating beautiful brand aesthetics and take a great joy to convert design prototypes into code for web and mobile devices.



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WORK EXPERIENCE

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



mastercard



NatWest



vodafone



Royal Bank
of Scotland



Ulster Bank



KAPLAN



CORAL



Superdrug

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

Lead Front-End Designer / Developer

Contract Position • Jul 2014 - Nov 2018

AFFINION INTERNATIONAL

www.affinioninternational.com

- > Designed and developed greenfield websites and mobile interfaces mainly loyalty programmes for financial industries.
- > Worked directly with clients to establish project scope, timelines, interaction prototypes and guidelines.
- > Worked closely with stakeholders to understand business and user requirements and propose user experience solutions.
- > Iterative collaboration with client and stakeholders to produce productive prototypes and designs.
- > Interactive clickthrough creation to give an early flavour of the end product.
- > Front-end dev in React Js using state management tools like Redux and Mobx.
- > Mentored Junior UX and UI designers.

Web Designer / Developer

Contract Position • Jul 2012 - Jul 2014

SUPERDRUG PLC

www.superdrug.com

- > Designed and developed the main website from scratch up.
- > Microsites design creation for health and beauty products.
- > Creatives for the products digital campaigns.
- > Emails/newsletters design and dev.
- > Followed the style guide to develop the website/microsites using HTML / CSS / Javascript / Json.
- > Worked closely with the backend team to integrate the front end code with backend.

Visual Designer

Contract Position • May 2012 - Jun 2012

CORAL GROUP

www.coral.co.uk

At Coral I had an opportunity to work as a Creative designer and helped them with High End graphics for various divisions of the business. I mainly designed visual banners for the gaming and betting products. It was a combination of static and animated flash banners that I produced while working at Coral for a couple of months.

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 experience
- > Masters degree in Art & Design

SKILLS

UX DESIGN

- > Concepting
- > Information architecture
- > User flows
- > User personas
- > High/Low Fidelity wireframing
- > Rapid prototyping
- > User testing

UI DESIGN

- > User Interface design
- > Layout and composition
- > Design systems
- > User centered
- > Mobile first adaptive
- > Illustrations
- > Branding

DEVELOPMENT

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

GENERAL

- > Creative Research
- > Technical analysis
- > Project planning
- > Project management

At Kaplan my responsibilities included designing concepts and then converting the designs into coded pages using HTML, CSS, JS and non flash elements using jQuery framework, responsive websites coded in HTML5 CSS3 and JQuery. Strict cross browser optimization, testing of pages on Litmus. Design and development of email campaigns via dotmailer and cheetahmail.

For work examples and case studies please visit 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


Sketch


Figma


Illustrator


Zeplin


Photoshop

Axure

XD


Invision


Balsmiq

Flinto


Principle


DEV & BUILD


React


ES6/7


jQuery


Sass


Less

Bootstrap

Materialize

NPM

Gulp

Git

MY DESIGN PROCESS

