## **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.





### www.alwaysawais.com



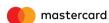
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### WORK FXPERIENCE

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

















Below are some of the oraganizations 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 deisgn and dev.
- > Followed the style guide to develop the website/microsites using HTML/CSS/ Javascirpt / 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 GI ANCE

- > 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

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

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

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

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

Permanent Position • Aug 2010 - Apr 2012

# KAPLAN INTERNATIONAL www.kaplaninternational.com

At Kaplan my resposibilites 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.alwavsawais.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 APPRAOCH

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.



