Awais Waheed

Full Stack Designer

Design thinker, Problem solver, Design System Specialist, Front-end Engineer, Design Ops Architect

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Passionate about
- User centred design (UCD)
- Evidence based design
- Design Systems
- Design Tokens/Variables
- Design Operations
- Accessible/inclusive design
- Front-end Development

User-centric and results-driven, my digital Product Design/Development career spans over 15 years of solving intricate user problems for well reputed organisations as well as start-ups.

From an enterprise to a start-up, I can hit the ground running and very quickly identify low-hanging fruit as well as establish long-term design strategies.

For case studies, please visit the showcase section at
www.alwaysawais.com

Latest projects / Case studies

Spark Design System
A modern and scalable design system for a new British Gas product created from ground up.

alwaysawais.com/?section=spark

British Gas Brand Refresh
A visual identity refresh project for British Gas brand involving Research, Analysis, Ideation, UI design and Testing.

alwaysawais.com/?section=spark

RBS Travel
A travel booking website for RBS customers giving acess to some exclusive travel related offers.

alwaysawais.com/?section=rbs_travel

Centrica Design Ops Setup
An initiative to streamline design operations in the design domain and improve the quality of design ecosystem.

alwaysawais.com/?section=centrica_designOps

Experience

Some of the brands/organisations I've helped deliver meaningful and aesthetic experiences are;

British Gas · AUTODESK · Sainsbury's · Argos · Pearson · Regus · mastercard · NatWest · Superdrug · CORAL · KAPLAN

Jul'23 - Jan'24 ◉ Remote/London, UK
Senior Product Designer/ Frony-end Engineer
Alchemy Global Solutions

Worked as a lead **UX/UI designer** and a **Front-end engineer** carrying out design oriented tasks like UX analysis, creating **user flows**, **wire framing**, **prototyping**, **usability testing** and **UI design** delivery. Responsible for converting design into code using front-end stack like **React**, **Typescript**, **Redux Toolkit**, **Styled components** and **React Testing library** for unit tests. Also worked on creating a **multi-brand design system** driven by **design tokens** which involved creating an industry standard **Figma UI kit**, coded components in **Storybook** and detailed **documentation** on usage, **accessibility** and **localisation**.

Apr'23 - Jul'23 ◉ Remote/London, UK
Senior UI/UX Designer
Fold7

Creation and development of a **Multi-brand design system** for a leading workspace solutions brand called Regus. This design system utilises **design tokens** and **new figma variables** to power its functionality. Regus has several other affiliated brands, and the goal is to ensure that all these brands are supported by a comprehensive **tokenised headless design system**. This system acknowledges the unique characteristics of each brand and offers essential components for seamless integration, enabling swift switching of the UI layer to align with the specific brand requirements.

Sep'21 - Mar'23 ◉ Remote/Windsor, UK
Design System Lead
British Gas

Creation of a **Design system from scratch** for a new product as well as maintenance of an existing design system. **Design ops setup** establishing **team/project structure** and organising **design processes**. **Mentoring** and **training** the design team through **workshops** and **learning sessions**. Defining and testing efficient and coherent **ways of working** and **collaborative workflow**. **Research** and **Usability testing**. Wrote **Figma plugin** to create file templates for the team.

Apr'21 - Sep'21 ◉ Remote/London, UK
Senior UX Designer
Autodesk

Finding solutions for complex problems in **cloud-based (SAAS)** construction management products. Conducting both **quantitative** and **qualitative research**, as well as **ideation** and **exploration**. **Wireframes** and **prototypes**. Solve complex problems through various methods of **UX mapping**. Creating custom **wireframe libraries** and **file structure templates**. **Mentoring** and **training** the team on **Figma** as a design and prototyping tool.

Mar'19 - Apr'21 ◉ Milton Keynes, UK
Lead Product Designer/ UI Developer
Sainsburys

Sole UX/UI designer, responsible for all design needs for an internally used application that facilitates call centre agents. **User Dashboards** ideation and design. **Fast-paced agile environment**, following a bi-weekly sprint structure. Conducting **user research** and gathering **insights**, producing **interactive prototypes** that optimise the user experience and provide business value. Hands-on **Front-end dev** using **React JS/Redux**, **HTML/ Sass** stack. Ownership of components and assets in **Storybook js**.

Expertise

Figma Expert

Figma is a powerful tool for team organisation, project lifecycle and design management.

With commanding expertise in this tool, I'm able to manage teams and projects, setup and govern organisation space, and organise team assets and templates.

Hand's on with creating well structured, scalable and modular layouts/designs easily and quickly, leveraging features like auto layout, interactive variants, component props, prototyping, branching, variables/tokens.

Leveraging Figma API, I'm able to create plugins which help in a smooth, fast and efficient project workflow.

Governance
- Design ops
- Project planning & management
- Communication & collaboration
- Design & Ideation workshops
- Mentorship & team training

User Experience (UX)
- Insights analysis
- User research
- Experience mapping
- Information architecture
- User flows / journeys
- Wire-framing & Prototyping
- Usability testing

User Interface (UI)
- Visual design
- Design systems
- App design (iOS/Android)
- Design principles
- Layout and composition
- Brand refresh
- Accessibility

Front End Development
- HTML / CSS / JS
- Figma Plugin/Widgets dev
- Version control
- Unit test
- Build and deploy

Jul'14 – Nov'18 Slough, UK

Lead UI Designer/
UI Developer

Affinion International

App design for mobile platforms as well as **responsive web design** and **development**. Working on the UX strategies and visual creatives, building high end **interactive clickthrough prototypes**, providing polished UIs. **Mentoring** junior designers. Coding the **front-end** part using modern libraries and frameworks like **React js.** Working with **Rest APIs** and **state management tools**.

Education

Masters / New Media Art & Design	Certification / Design and Multimedia	Bachelors / Computer Science
2009- 2010 University of West London	2003 Peak Solutions (Pvt) Ltd	1999 - 2002 University of Central.Punjab, Lahore

Skills

Design

UX/UI	Design Systems
Wireframing	Prototyping	Usability Testing
Web responsive Design	Mobile design

Development

HTML	CSS	JS	• React • Typescript • Redux TK
Design tokens		Storybook.js
Unit tests	Git	Chromatic

Tools

Figma UI Design, Rapid prototyping	Axure Advance prototyping	Miro Whiteboarding / Product Exploration / Workshops	User zoom Product research/Usability testing
Zeplin Design workspace	Chromatic Visual testing	HTML/CSS	Sass CSS preprocessor
React Js Front-end JS library	Typescript Type checking	Redux Toolkit State management	Storybook Component library
Styled Components Styling	Git Version Control		