



Awais Waheed

Senior Product Designer / Design System Architect

- London based Product designer with over **15 years** of industry experience in **Visual and Digital Experience Design**.
- Specialises in commissioning and maintaining inclusive, accessible, researched and tested **Design Systems** for brands in design environments such as Figma/Sketch as well as in dev environments such as storybook.
- Strong understanding of dev concepts and hands on expertise in **Front end Development** (HTML/CSS/JS).

Below are some well known brands I've rendered services for;



Experience

British Gas

Lead Product Designer (Nov 2021 - Present)

- Setup and maintenance of Design Systems/UI kits for multiple brands
- Mentoring and training the design team through workshops and learning sessions
- Defining and testing efficient and coherent ways of working and collaboration workflow
- Research and User testing
- Figma plugin development

Autodesk

Senior UX/UI Designer (Apr 2021 - Nov 2022)

- Ideation and exploration
- Wireframing and Prototyping
- Simple solution of complex problems through different ways of UX mapping
- Creation of bespoke Wireframe library and file structure template
- Mentoring the team on Figma as a design and prototyping tool

Sainsbury's / Argos

Lead UX/UI Designer | UI Dev (Mar 2019 - Apr 2021)

- A sole UX/UI designer on an internally used Application which enables agents at call centre to carry out operations facilitating end customers
- Carrying out user research along with business requirement gathering and producing prototypes showing an optimised user experience and business value
- Developing agent facing UI design system
- Providing a first class support on the front end needs working with the dev team on the stack which involves React JS, Typescript, Redux and taking the ownership of components and assets in Storybook.js
- Working closely with Product Owners and BAs and with dev knowledge pointing out the build feasibility and potential dev limitations early on

Affinion International

Lead UI Designer | UI Dev (Jul 2014 - Nov 2018)

- Lead the team on fintech projects
- 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 the modern web building technologies and frameworks, working with Rest APIs and state management tools

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I'm a senior UX/UI designer who's helped reputable brands and companies solving complex design problems and improving on the experience they provide to their customers.

I help gather business and user requirements, research using available insights and analytics, test hypothesis and translate requirements into testable prototypes, design visually aesthetic user interfaces and convert them into responsive and interactive web apps using modern Javascript frameworks and libraries.

Skills

Management

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

User Experience (UX)

- Insights analysis
- User research
- Usability testing
- Experience mapping
- Information architecture
- User flows / journeys
- Wireframing & Prototyping

User Interface (UI)

- Visual design
- Design systems
- 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

- **Superdrug**
Senior Front-end Developer / UI Designer (Jul 2012 - Jul 2014)
- **Coral**
Visual Designer (May 2012 - Jun 2012)
- **Kaplan International**
UI Designer/Developer (Aug 2010 - Apr 2012)
- **Totallymoney**
UI Designer (May 2010 - Jul 2010)
- **Harvest Digital**
Flash Designer (Feb 2010 - Apr 2010)

Education

- **Masters (New Media Art & Design)**
2009 • University of West London
- **Certification in Design and Multimedia**
2003 • Peak Solutions (Pvt) Ltd
- **Bachelors (Computer Sciences)**
2002 • University of central Punjab, Lahore

Tools



Figma specialist

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

With a commanding expertise in this tool, im able to manage projects in teams and create well structured, scalable and modular layouts/designs easily and quickly, leveraging features like auto layout, interactive variants, component props, prototyping, branching and custom coded plugins which makes the workflow smooth, fast and efficient.

UX

Figjam • Miro • Pen/Paper • Whiteboard • Axure • UX Pin • Userzoom

UI

Figma • Sketch • Adobe XD • Illustrator • Photoshop • Invision • Zeplin

Dev

React • Redux • Storybook.js • Sass • Tailwind • Typescript • Git • Webpack • NPM

My Design Process

Working in cross-functional Agile teams has taught me that the best innovative ideas are born in collaborative teams and a set process plays a pivotal role in generating, testing and executing these ideas. Each project demands a tweaked set of steps and actions in the process but in the majority of tasks, I try to run a process within the team similar to this flow.

