



## 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](https://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](https://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](https://alwaysawais.com/?section=spark)



### RBS Travel

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

[alwaysawais.com/?section=rbs\\_travel](https://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](https://alwaysawais.com/?section=centrica_designOps)

## Experience


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




- Jul'23 - Jan'24** Remote/London, UK

 Senior Product Designer/ Front-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  
Sainsbury's

**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
- React/Redux Toolkit
- Styled components/Sass
- 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

2009-2010  
University of West London

Certification /  
Design and Multimedia

2003  
Peak Solutions (Pvt) Ltd

Bachelors /  
Computer Science

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