| Awais Waheed  Senior Full Stack Designer / Design System Architect | [**www.alwaysawais.com**](http://www.alwaysawais.com)  [**awais@alwaysawais.com**](mailto:awais@alwaysawais.com)  **+44 (0) 79 4615 2211** |
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| ABOUT  * 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).     **EXPERIENCE**  These are some well known brands/organisations I’ve rendered services for;     | For case studies, please visit the showcase section at [www.alwaysawais.com](http://www.alwaysawais.com/#showcase) | | --- |  Lead Product Designer, Remote — *BRITISH GAS*Contract Position • Nov 2021 – Mar 2023  * Design ops setup consisting of devising team/project structure, organising ways of working and design processes. * 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 collaborating workflow. * Research and User testing. * Figma plugin development.  Senior Product Designer / UX Consultant, Remote — *AUTODESK*Contract Position • May 2021 – Nov 2021  * Helping with finding solutions for complex SAAS construction management products. * Quantitative and qualitative research, 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.  Lead Product Designer / UI Developer, London — *ARGOS / SAINSBURYS PLC*Contract Position • Mar 2019 – Apr 2021  * Sole UX/UI designer working on an internally used Tool which enables agents at call centre to carry out operations facilitating end customers. * Responsible for carrying out user research along with business requirement gathering and producing prototypes showing an optimised user experience and business value. * Working closely with Product Owners and BAs and with hand on dev knowledge pointed out the build feasibility and potential dev problems early on. * Building prototypes in Axure and Figma, UI Design in Sketch and Figma, Design hand-off using Invision app. * Working closely with Front end and Backend developers to ensure the feature implementation and championed the most efficient techniques towards the build. * Split contribution with the dev team towards FE Development, coding in React(typescript)/Redux, components in storybook complete with unit testing. * Handling Styling with Sass as well as CSS in JS. * Worked in an agile scrum environment with the team.  Lead UX/UI Designer, London — *Semantic Integration*Contract Position • Jan 2019 - Feb 2019  * Worked as sole UX/UI designer for one of the leading education publishers knows as Pearson. * Responsible for a full-fledged UX exercise based on user centered and persuasive design principles on an internal user facing application features. * User research, Initial stakeholders and User interviews, information architecture, usability testing. * Worked closely with BA and DEV team to manage requirements and explore technical feasibility or shortcomings on the dev implementation side. * Developed iterations of clickthrough and interactive prototypes to highlight the user journeys and potential pain points. * Collaborative feedback sessions with stakeholders and iterated versions of the prototypes. * Conducted User testing against the prototypes and collected reactions/feedback. * High fidelity designs based on the design system using Sketch. * Design delivery using zeplin and invision app.  Lead Front-End Designer/Developer, Slough — *Affinion International*Contract Position • Jul 2014 - Nov 2018  * Designed and developed greenfield websites and mobile interfaces mainly loyalty programmes for financial industries. * Lead UX and UI activities, designed planning and assigned tasks within the team. * Worked on various fin-tech projects right from the proposal phase to delivery. * Worked directly with clients to establish project scope, timelines, interactive prototypes and guidelines. * Interactive click-through creation to give an early flavor of the end product. * Mentored Junior UX and UI designers.       More experience details can be found on my portfolio.  [www.alwaysawais.com](http://www.alwaysawais.com) | SKILLS **Management**   * Design ops setup * 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 * Wireframing & Prototyping * Usability testing   **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  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 teams and projects, 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 resulting in a smooth, fast and efficient workflow.  **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 • NPM EDUCATIONMasters (New Media Art & Design) University of West London, LondonPassed 2010Certification in Design and Multimedia Peak Solutions, LahorePassed 2003Bachelors of Computer Science (BCS)  University of central Punjab, LahorePassed 2002 |