

# Sawaiz Fatima

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[Linkedin](#) | [Portfolio](#) | [Website](#)

## SUMMARY

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UI/UX Designer specializing in creating user-centered mobile and web applications. Designed comprehensive design systems, enhancing user flows for various global users. Spearheaded initiatives that transformed concepts into polished prototypes, increasing engagement through iterative design. Expertise in responsive design and collaboration with cross-functional teams to deliver innovative, impactful solutions.

## PROFESSIONAL EXPERIENCE

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### [HolidayFinds](#)

*Product Designer*

Remote / London, UK

August 2024 – Present

Designed a comprehensive **design system** for HolidayFinds, creating UI and UX for the whole app with various global users. Collaborated with founders and developers to define product vision and enhance user flows through beta testing. Directed design processes from initial concepts to launch, iterating based on user feedback.

- Established cohesive design system for web and mobile from the ground up..
- Enhanced user experience through live testing.
- Drove design from concept to successful launch.

### [Playaxis](#)

*UI UX Designer*

Part-time, Hybrid / Lahore

February 2024 – October 2024

Spearheaded design initiatives as sole designer at Playaxis, creating 10+ iOS and Android apps for various industries. Collaborated with indie hackers and early-stage teams, transforming rough concepts into polished wireframes and high-fidelity prototypes. Owned complete design process, from UX flows to UI systems, ensuring each app met specific audience and platform requirements.

- Designed user interfaces for diverse applications, enhancing user engagement.
- Established clickable prototypes, streamlining client feedback and iterations.
- Conducted user research, informing design decisions to improve usability.

### [021](#)

*Product Designer*

Remote / London, USA

June 2023 – August 2024

Added design for multiple in-house products as the sole designer, collaborating with teams to enhance user experiences from concept to implementation. Designed custom Shopify store templates for diverse brands, focusing on usability and conversion. Crafted comprehensive UI for a calendar-based product across web, mobile, and tablet platforms, enhancing skills in responsive and multi-device design.

- Transformed user needs into effective design solutions.
- Increased conversion rates through tailored Shopify templates.
- Delivered innovative UI for a unique calendar product.

## Astren

*UI UX Designer*

Remote / Canada

*Mar 2023 – July 2023*

Designed B2B2C e-commerce platform, focusing on web and mobile interfaces. Collaborated with designers and founders to create user-centered UI across product areas. Designed features such as social sharing, user profiles, and activity feeds to enhance user engagement.

- Spearheaded design initiatives for seamless web and mobile experiences.
- Championed collaboration to deliver cohesive UI across multiple platforms.
- Drove feature development to foster user connectivity and engagement.

## Grandeur

*UI Designer*

Onsite / Lahore

*Aug 2022 – Dec 2022*

Redesigned UI for Grandeur, an IoT startup, utilising intuitive colour schemes and modern typography to enhance visual clarity. Collaborated with cross-functional teams to identify user pain points, delivering UX solutions that improved functionality and user experience.

- Enhanced usability through modern design principles.
- Drove collaborative efforts to address user feedback.
- Improved overall user satisfaction and engagement.

## **EDUCATION**

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**University of Central Punjab**

Lahore, Pakistan

*Bachelors in Computer Science ( Major in Human Computer Interaction )*

*July 2022*

## **ADDITIONAL**

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**LANGUAGES:** English | Urdu | Punjabi

**DEVELOPMENT SKILLS:** React JS | Nest JS | BootStrap | Python | Tailwind CSS | HTML 5 | C++ | C#

**DESIGN TOOLS:** Figma | Sketch | Adobe XD | Canva | Blender | Unity 3d | Spline 3d | Illustrator | VS Code

**INTERESTS:** Sketching | Painting | Gaming | Badminton