



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 access 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;



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