

Fawad Haider

UX/UI Product & Design Systems Leader | Active Secret Clearance

fawad@fawadhaider.com | [linkedin.com/in/fawadhaider](https://www.linkedin.com/in/fawadhaider) | www.fawadhaider.com

+89% DoD Engagement Lift | +63% Hyundai Conversion | +57% BlackBerry Engagement | 850+ Dental Offices Wellfit

PROFESSIONAL SUMMARY

Lead UX/UI Product Designer with 15+ years delivering mission-critical digital experiences across Defense, Federal Government, Cybersecurity, Healthcare, Automotive, and Enterprise Software. Expert in User-Centered Design (UCD), Human-Computer Interaction (HCI), mobile design, agile methodologies, and accessibility compliance. Proven track record leading cross-functional teams, architecting scalable design systems, and conducting user research that drives measurable engagement and business outcomes — including transformative UX for the Department of Defense and conversion-lifting redesigns for global brands. Proficient in AI-augmented workflows, gamification strategies, responsive design, and fostering seamless design-to-development collaboration.

CORE COMPETENCIES

Strategy & Leadership: UX Strategy & Vision | Product Design Leadership | Design Ops | Stakeholder Facilitation | Executive Workshops

Research & Insight: User Research (UCD/HCI) | Journey Mapping | Usability Testing | Persona Development | A/B Testing

Design Execution: Interaction Design | Information Architecture | High-Fidelity Prototyping | Responsive UI | Visual Design

AI & Emerging UX: AI-Augmented Workflows | Conversational UI | Gamification Strategy | Probabilistic UX | Agent-Driven Interfaces

Accessibility & Compliance: WCAG 2.1 AA | Section 508 | Inclusive Design | Design QA & Audit | Assistive Technology

Delivery & Process: Agile / SAFe | Design Sprints | Design-Dev Handoff | Design System Governance | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Customer Experience (CX) Lead | U.S. General Services Administration (GSA) *Mar 2024 – Jun 2024 | Remote / Washington, D.C.*

- Served as Staff CX Lead driving end-to-end government document streamlining and CX strategy across federal platforms.
- Audited and restructured legacy documentation, improving information architecture, navigation clarity, and **WCAG & Section 508 accessibility compliance**.
- Established standardized templates, governance frameworks, and scalable design systems to ensure cross-agency consistency.
- Led cross-functional alignment between executive stakeholders, program offices, and technical teams to modernize documentation workflows and improve operational efficiency.

Sr. UX/UI Solutions Architect | Deloitte — Department of Defense *Aug 2021 – Oct 2023 | Remote / Washington, D.C.*

- Led strategic discussions with DoD officials and Deloitte executives, fostering alignment across ideation, design, and leadership teams to deliver impactful solutions.
- Assembled and led a UX/UI team to develop the Career Pathing Tool — the primary career management solution adopted across all U.S. military branches, driving an **89% increase in engagement on Army Career Tracker (ACT)**.
- Delivered seamless user experiences by collaborating with cross-functional teams and creating a scalable Figma design system to ensure consistency and adaptability for diverse military personnel.
- Built and scaled Figma design systems, developed high-fidelity prototypes, and produced executive walkthroughs; leveraged AI and multimedia expertise to strengthen UI/SNAP user flows and Benefit Portals for NM and ND.
- Coached and managed junior teams, overseeing protocols for ideation, wireframing, prototyping, and final approvals to uphold quality and innovation.

Lead UX/UI Product Designer | BlackBerry / Cylance (Contract) *May 2022 – Oct 2022 | Remote*

- Spearheaded Sketch-to-Figma design system migration across BlackBerry.com and Cylance, enhancing the atomic design system for consistency and scalability.
- Demonstrated proficiency in Adobe AEM, Campaign, Commerce, IoT, Cybersecurity, and Cylance AI — driving a **57% increase in user engagement** across BlackBerry's product ecosystem.
- Provided strategic design support and coaching to development teams, ensuring alignment between design objectives and technical execution.

Lead UX/UI Product Strategy & Design | Innocean / Hyundai (Contract) *Feb 2021 – Oct 2021 | Remote*

- Boosted lead generation and conversion rates on Hyundai.com by 63% post-COVID through strategic UX improvements and innovative design solutions, including Hyundai's first chatbot.

- Conducted heuristic and competitive analyses, usability studies, and user research to inform design decisions aligned with business strategies.
- Delivered end-to-end UX support including wireframes, interactive prototypes, and user journey mapping across multiple digital channels.

Lead UX/UI Product Designer | Masimo (Contract) *Apr 2020 – Feb 2021 | Remote / Irvine, CA*

- Spearheaded visual design for iOS, Android, and web interfaces, ensuring pixel-perfect consistency and seamless cross-platform user experience.
- Developed intuitive iconography and gamification strategies, incorporating diverse cultural perspectives to enhance engagement and usability.
- Partnered with interaction designers, UX researchers, and developers to maintain design excellence and promote best practices across all deliverables.

Sr. UX/UI Product Designer | Wellfit *Jul 2019 – Feb 2020 | Remote*

- Led research, design/system refresh, and development of a dental software solution deployed across **850+ offices nationwide** in collaboration with Epic.
- Crafted adaptive responsive interfaces using Sketch and Figma; developed journey maps, style guides, and assets to streamline implementation.

Sr. UX/UI Solutions Architect | Neudesic *Feb 2015 – Feb 2019 | Irvine, CA / Remote*

- Conducted contextual inquiries, developed user personas, and created journey maps to inform design strategies for Fortune 500 enterprise platforms.
- Managed on-shore and off-shore teams; crafted style guides and technical documentation while driving UX improvements for corporate software.

Sr. UX/UI Solutions Architect | Slalom Consulting *May 2012 – Jan 2015 | Dallas, TX*

- Provided nationwide UX leadership, mentored art directors, and implemented agile methodologies to streamline design processes across enterprise and consumer projects.
- Led discovery sessions and developed rapid prototypes for projects ranging from microsites to complex enterprise-level solutions.

Founder & Principal Designer | PixelninjaHB (Independent Consultancy) *May 2008 – Present | Remote*

- 17+ years delivering full-service UX strategy, web design, branding, SEO/SEM, and digital marketing for startups and SMBs across SaaS, e-commerce, and professional services.

TOOLS & TECHNOLOGY

Design & Prototype: Figma + Claude AI | Framer | ProtoPie | Sketch | Adobe XD | Axure RP | InVision

Research & Testing: Maze | Hotjar | FullStory | UserTesting | Optimal Workshop | Miro | FigJam

Design Systems: Tokens Studio | Zeroheight | Storybook | Figma Variables | Component Libraries

Adobe Suite: Photoshop | Illustrator | InDesign | After Effects | Adobe AEM | Adobe Campaign

Collaboration & PM: Jira | Confluence | Notion | O365 | SharePoint | Power Apps

Front-End & CMS: HTML / CSS | WordPress | Salesforce UX | ServiceNow | AWS | Cloud Experience Design

EDUCATION & CERTIFICATIONS

Certified UX Specialist Coursera

Active U.S. Secret Security Clearance DoD / Defense Security Service

WCAG 2.1 / Section 508 Applied across GSA, DoD, and Healthcare programs

FAA Private Pilot License Federal Aviation Administration

AVID Pro Tools Engineer Certified Audio & Recording Production

Gov. Security Training OPSEC Awareness | Insider Threat | Cyber Awareness
