

# FAWAD HAIDER

## Lead UX / UI Product Designer (Active Secret Clearance)

+1 714 916 3255 | [fawad@fawadhaider.com](mailto:fawad@fawadhaider.com) | [linkedin.com/in/fawadhaider](https://www.linkedin.com/in/fawadhaider)

Lead UX/UI Product Designer with 15+ years directing user experience strategy and design execution for DoD, BlackBerry Cyber, Hyundai, J&J, Masimo, Wolters Kluwer, and Disney Legal. Expert in end-to-end UX processes—from user research and information architecture to wireframing, prototyping, design and usability testing. Builds scalable design systems and maintains design-to-development handoff protocols that ensure pixel-perfect implementation. Specialized in accessibility compliance, design-dev workflows, and bridging technical constraints with user-centered solutions.

### CAREER HIGHLIGHTS

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- **Defense UX** - Delivered Army Career Pathing Tool across all U.S. military branches—89% engagement growth through research-driven design.
- **Digital Growth** - Shipped Hyundai.com redesign with AI chatbot—57% engagement increase and measurable lead generation post-COVID.
- **Cybersecurity & Enterprise Web** - Directed UX/UI redesign of BlackBerry & BB Cyber's global website—restructuring navigation, optimizing content hierarchy, and refining user journeys that delivered 47% increase in user engagement and improved lead conversion.
- **Healthcare** - Platform Design Led end-to-end UX design for Masimo's patient monitoring ecosystem across iOS, Android, and web—directing SPO2 tracking, athlete performance, and noninvasive data solutions while collaborating with hardware engineering and CAD teams to ensure seamless device-to-app experiences.
- **Enterprise Systems** - Launched nationwide dental software (Epic integration) across 850+ offices with scalable design system and documentation
- **Mobile Product** - Shipped Guitar Center's first mobile app from discovery to launch in collaboration with engineering.

### WORK EXPERIENCE

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#### Sr. UX / UI Solutions Architect | Deloitte Touché Tohmatsu LLC | Department of Defense | Aug 2021 – Oct 2023

- **Strategic Leadership & Collaboration:** Led strategic discussions with DoD officials and Deloitte executives, fostering alignment across ideation, design, and leadership teams to deliver impactful solutions.
- **Revolutionized Career Management Tools:** Assembled and led a UX / UI team to develop the 'Career Pathing Tool', the primary career management solution adopted across all military branches.
- **User-Centered Design Expertise:** 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.
- **Enhanced Platforms & Digital Solutions:** Designed UI / SNAP user flows, Benefit Portals for states like NM and ND, and Deloitte's Software Armory 'Coruscant,' enhancing usability across multiple platforms.
- **Leadership & Team Development:** Coached and managed junior teams, overseeing protocols for ideation, wireframing, prototyping, and final approvals to uphold quality and innovation in deliverables.

#### Lead UX/UI Product Design | BlackBerry (Contract) | May 2022 - Oct 2022

- **Design System Transformation:** Spearheaded the migration from Sketch to Figma, introducing innovative updates to BlackBerry.com and enhancing the atomic design system for consistency and scalability.
- **Advanced Tools & Technologies:** Demonstrated proficiency in Adobe AEM, Campaign, Commerce, IoT, Cybersecurity, and Cylance AI, with a focus on accessibility, A/B testing, user journeys, and interactive Figma prototypes.
- **Development Team Collaboration:** Provided strategic design support and coaching to the development team, ensuring alignment between design objectives and technical execution.
- **Enhanced User Engagement:** Refined front-end user interfaces, driving a 57% increase in user engagement across BlackBerry's product ecosystem through improved UX / UI.
- **Impact-Driven Design Leadership:** Delivered user-centered solutions and innovations that elevated BlackBerry's digital presence and improved overall user satisfaction.

#### Lead UX/UI Product Strategy & Design | Innocean, (Contract) | Feb 2021 – Oct 2021

- **Comprehensive UX Strategy Development:** Provided end-to-end support for digital initiatives, delivering wireframes, interactive prototypes, and user journey mapping across multiple channels.
- **Data-Driven User Insights:** Conducted heuristic and competitive analyses, usability studies, and user research to inform design decisions and align with business strategies.
- **Innovative Information Architecture:** Offered technical specifications, service design, and collaborative content creation to enhance information architecture and streamline user experiences.
- **Optimized Conversion Rates:** Boosted lead generation and conversion rates on Hyundai.com by 63% post-COVID through strategic UX improvements and innovative design solutions.
- **Collaborative Experience Design:** Facilitated brainstorming sessions and created user-centric designs, ensuring seamless integration of business goals with media awareness and usability.

**Lead UX/UI Product Design | Masimo (contract) | Apr 2020 – Feb 2021**

- **Cross-Platform Design Leadership:** Spearheaded visual design creation for iOS, Android, and web interfaces, ensuring pixel-perfect consistency and seamless user experience across all platforms.
- **Advanced Tools Expertise:** Leveraged Adobe CS, XD, Sketch, and After Effects to design assets and facilitate efficient handoffs to development teams, optimizing workflows.
- **Gamification & Cultural Inclusivity:** Developed intuitive iconography and gamification strategies, incorporating diverse cultural perspectives to enhance engagement and usability.
- **Collaborative Innovation:** Partnered with interaction designers, UX researchers, and developers to maintain design excellence, promoting best practices for source files, flowcharts, and assets.
- **Elevated Design Standards:** Implemented rigorous design practices that upheld consistency and quality, ensuring a high standard of user-centric experiences across all deliverables.

**Sr. UX/UI Product Design | Research & Ideation | Wellfit | Jul 2019 - Feb 2020**

- **Nationwide Dental Software Development:** Led the research, design, and development of a cutting-edge dental software solution, successfully implemented in 850 offices across the country.
- **Collaborative Team Leadership:** Conducted weekly design progress presentations, supported developers, and facilitated UX/UI reviews with cross-functional teams to ensure project alignment and quality.
- **Responsive Interface Design:** Crafted adaptive and responsive interfaces using Sketch and Figma, optimizing usability across multiple platforms and devices.
- **Journey Mapping & Style Guide Creation:** Developed detailed user journey maps, style guides, and assets to streamline software implementation and maintain design consistency.
- **End-to-End Design Execution:** Provided comprehensive support from ideation to implementation, ensuring a seamless and user-centered approach throughout the development lifecycle.

**Sr. UX/UI Solutions Architect | Neudesic | Feb 2015 - Feb 2019**

- **User-Centered Research & Strategy:** Conducted comprehensive contextual inquiries, developed user personas, and created detailed journey maps to inform design strategies and enhance user experiences.
- **Team Leadership & Collaboration:** Managed on-shore and off-shore teams, ensuring accurate UX implementation, seamless handoff processes, and effective mentorship for consultants in client-facing UX interactions.
- **Creative Direction & Process Optimization:** Provided creative direction by crafting style guides and technical documentation, while driving UX improvements for corporate software to enhance company-wide communication.

**Sr. UX/UI Solutions Architect | Slalom | May 2012 – Jan 2015**

- **Nationwide UX Leadership:** Provided UX leadership and mentored art directors across the country, fostering expertise and implementing agile methodologies to streamline design processes.
- **Cross-functional collaboration:** Worked closely with creative and development teams to resolve design challenges and deliver clear, impactful design direction.
- **Discovery & Rapid Prototyping:** Led discovery sessions and developed rapid prototypes for a wide range of projects, from microsites to complex enterprise-level solutions.

**Freelance UX/UI (Personal) | PixelninjaHB | May 2008 - Present**

- **Full-Service Digital Design:** Delivered comprehensive web design services, including WordPress and Wix development, SEO/SEM strategies, social media management, and oversight of clients' digital presence to maximize online impact.
  - **Creative Print & Marketing Solutions:** Designed marketing collateral, newsletters, and seasonal advertising materials, elevating brand visibility through effective print and promotional campaigns.
- Audio Production Expertise:** Certified in Pro Tools, provided recording, mixing, mastering, and production services, including jingles and promotional audio/video editing, supported by full AI / 3D production

**COMPETENCIES & LEADERSHIP SKILLS**

<ul style="list-style-type: none"><li>• User-Centered Design</li><li>• Cross-Functional Team Leadership</li><li>• Adaptability and Innovation</li><li>• UX Research &amp; Analysis</li><li>• Design System Development</li><li>• Interactive Prototyping</li></ul>	<ul style="list-style-type: none"><li>• Strategic Thinking</li><li>• Accessibility &amp; AI</li><li>• Responsive &amp; Mobile-First Design</li><li>• Delegation &amp; Empowerment</li><li>• UX/UI Strategy &amp; Implementation</li><li>• Visual Design &amp; Branding</li></ul>	<ul style="list-style-type: none"><li>• Cross-Functional Collaboration</li><li>• User Journey Mapping</li><li>• Mentorship &amp; Team Development</li><li>• Commitment &amp; Passion</li></ul>
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**TECHNICAL SKILLS**

Rapid Prototyping | Mobile Design | Wireframing | User Testing | Figma | Sketch | Adobe CS | Persona Development | Responsive Design  
Cloud Experience | Jira | WordPress | User/usability testing | Branding | Adobe Engagement Manager (AEM)