Fawad Haider

Lead UX / UI Product Designer · Active Secret Clearance

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Strategic Lead UX/UI Product Designer with 15+ years driving measurable outcomes across defense, enterprise, healthcare, and consumer sectors. Proven record of building and mentoring high-performing design teams, establishing scalable design systems, and translating complex user needs into intuitive digital experiences. Deep expertise spanning DoD platforms (Active Secret Clearance), cybersecurity, health tech, and mobility—with consistent delivery of 47–89% engagement improvements through research-led, accessibility-compliant, pixel-perfect design execution.

CAREER HIGHLIGHTS & IMPACT

- **Defense & Government**: Architected the Army Career Pathing Tool—adopted across all U.S. military branches—delivering an 89% increase in user engagement and setting a new standard for DoD digital services.
- **Automotive Digital Transformation**: Spearheaded the Hyundai.com post-COVID redesign, integrating an AI chatbot and redesigned lead-gen funnels that boosted engagement 57% and measurably accelerated vehicle purchase journeys.
- **Cybersecurity Enterprise Web**: Directed end-to-end UX/UI overhaul of BlackBerry & BlackBerry Cylance global web presence—restructuring IA, user journeys, and front-end interfaces—driving a 47% uplift in engagement and improved lead conversion.
- **Healthcare Ecosystem Design**: Led cross-platform UX for Masimo's patient-monitoring suite (iOS, Android, web), partnering directly with hardware engineering and CAD teams to unify device-to-app experiences for SPO2, athlete performance, and noninvasive data tracking.
- **Enterprise Dental Software at Scale**: Designed and launched nationwide dental management software (Epic integration) deployed across 850+ offices, with a fully documented, developer-ready design system enabling zero-ambiguity handoffs.
- **Mobile Product Launch**: Delivered Isagenix and Guitar Center's inaugural mobile apps from discovery through launch—owning research, IA, prototyping, and engineering collaboration end-to-end.

WORK EXPERIENCE

Customer Experience (CX) Lead | **U.S. General Services Administration (GSA)** | *March 2024 – June 2024*

- **Design Team Leadership**: Recruited, assembled, and led a multidisciplinary UX/UI team to deliver the Career Pathing Tool—the primary career management platform now adopted across all U.S. military branches—within an accelerated timeline.
- **Executive Stakeholder Alignment**: Facilitated strategic working sessions with DoD senior officials and Deloitte executives, translating complex mission requirements into actionable design briefs and ensuring cross-functional alignment from ideation through launch.
- **Scalable Design System Development**: Architected a component-based Figma design system enabling consistent, adaptive UI across diverse military personnel use cases, reducing design-to-dev cycle time and ensuring WCAG 2.1 AA accessibility compliance.
- **Multi-Platform Delivery**: Designed UI flows for SNAP benefit portals (New Mexico & North Dakota) and Deloitte's Software Armory 'Coruscant,' demonstrating versatility across complex government digital ecosystems.
- **Mentorship & Quality Assurance**: Coached junior UX designers on end-to-end process discipline—ideation, wireframing, interactive prototyping, and approval protocols—elevating team output quality and building bench strength.

Sr. UX / UI Solutions Architect | **Deloitte Touché Tohmatsu LLC — Department of Defense** | *August 2021 – October 2023*

- **DoD Product Strategy**: Directed UX strategy for mission-critical DoD digital products, partnering with government program managers to align design decisions with policy constraints, accessibility mandates, and end-user mission context.

- **Career Pathing Tool – Lead Architect**: Led a cross-functional UX team through full SDLC for the Career Pathing Tool—conducting user research with active-duty personnel, developing journey maps, and producing high-fidelity Figma prototypes that informed agile sprint cycles.
- **Design System Governance**: Established and maintained a scalable, token-based Figma design system used across multiple DoD digital products, enabling design consistency at scale and streamlining developer handoff with detailed specs and documentation.
- **Government Benefits Portals**: Designed SNAP user flows and benefit portals for multiple states, applying user-centered research methodologies to reduce friction for vulnerable populations navigating complex government services.
- **Team Development & Culture**: Mentored junior designers in design thinking, critique frameworks, and client presentation skills—fostering a culture of user advocacy and continuous improvement within the Deloitte design practice.

Lead UX/UI Product Designer | BlackBerry (Contract) | *May 2022 – October 2022*

- **Design System Migration & Modernization**: Led organization-wide migration from Sketch to Figma, rebuilding the atomic design system from the ground up—standardizing components, tokens, and documentation for BlackBerry.com and Cylance product lines.
- **Engagement Uplift – 47% Increase**: Refined front-end user interfaces across BlackBerry's product ecosystem through heuristic audits, competitive benchmarking, and iterative A/B testing, resulting in a measurable 47% increase in user engagement.
- **Cybersecurity & Enterprise UX Expertise**: Applied UX best practices to complex B2B cybersecurity products—Adobe AEM, Campaign, Commerce, IoT, and Cylance AI—balancing technical complexity with intuitive user journeys for enterprise security personas.
- **Developer Partnership & Design Governance**: Provided hands-on design coaching to the development team, establishing a design QA process that ensured pixel-perfect implementation and design intent fidelity throughout the release cycle.
- **Accessibility & Inclusivity**: Embedded WCAG accessibility standards into the redesigned design system, ensuring BlackBerry's global web presence met compliance requirements across markets.

Lead UX/UI Product Strategy & Design | Innocean — Hyundai (Contract) | *February 2021 – October 2021*

- **Post-COVID Digital Recovery Strategy**: Developed and executed a data-driven UX strategy for Hyundai.com that responded directly to COVID-19's disruption of the automotive purchase journey—restructuring user flows for remote research and digital lead capture.
- **63% Conversion Rate Improvement**: Boosted lead generation and conversion rates by 63% through targeted UX improvements including simplified navigation, AI chatbot integration, and streamlined vehicle comparison tools.
- **End-to-End UX Delivery**: Produced wireframes, interactive Figma prototypes, and user journey maps spanning web, mobile, and dealer-facing channels—enabling cross-functional alignment across UX, creative, media, and engineering.
- **Heuristic & Competitive Analysis**: Conducted in-depth heuristic evaluations and competitive UX benchmarking across automotive OEMs, generating strategic insights that directly informed the site architecture and content hierarchy decisions.
- **Collaborative Design Facilitation**: Led cross-functional discovery and ideation workshops with creative directors, product managers, and media teams—ensuring UX decisions mapped to both business KPIs and user mental models.

Lead UX/UI Product Designer | Masimo (Contract) | *April 2020 – February 2021*

- **Cross-Platform Healthcare UX**: Directed visual and interaction design for Masimo's patient-monitoring ecosystem across iOS, Android, and web—ensuring consistent, regulatory-aware UX across all device form factors.
- **Hardware-Software Integration**: Partnered directly with hardware engineering and CAD teams to align app design with physical product affordances—creating seamless transitions between Masimo's wearable devices and companion apps.
- **Gamification for Health Engagement**: Designed gamification mechanics and culturally inclusive iconography for athlete performance tracking, improving daily app engagement and reinforcing healthy behavior loops.

- **Design Excellence & Process Standards**: Championed rigorous design quality practices—pixel-perfect source file organization, annotated flowcharts, and handoff-ready assets—reducing development ambiguity and rework cycles.

Sr. UX/UI Product Designer — Research & Ideation | Wellfit | *July 2019 – February 2020*
- **Nationwide Dental Software Launch**: Led research through launch for a custom dental practice management platform deployed across 850 offices nationally—managing UX strategy, information architecture, and responsive design in an Epic-integrated environment.
- **Design System & Documentation**: Delivered a comprehensive style guide, component library, and UX documentation package that enabled consistent implementation across a distributed multi-office rollout.
- **Cross-Functional UX Reviews**: Facilitated weekly design reviews with product, engineering, and clinical stakeholders—maintaining alignment between user needs, compliance requirements, and technical constraints.

Sr. UX/UI Solutions Architect | Neudesic | *February 2015 – February 2019*
- **Enterprise UX Leadership**: Directed UX strategy for large-scale corporate software initiatives, conducting contextual inquiries, developing user personas, and producing detailed journey maps that informed product roadmap decisions.
- **Onshore & Offshore Team Management**: Managed distributed design teams across US and international offices—establishing handoff protocols, review cadences, and quality benchmarks that ensured consistent UX output across time zones.
- **Creative Direction & Documentation**: Authored style guides, technical UX specifications, and process documentation that elevated design maturity across the organization and enabled scalable design-to-development workflows.

Sr. UX/UI Solutions Architect | Slalom | *May 2012 – January 2015*
- **National UX Practice Leadership**: Mentored art directors and UX designers across multiple regional offices, establishing agile design methodologies that accelerated delivery timelines for enterprise and consumer-facing products.
- **Discovery & Rapid Prototyping**: Led discovery sessions and rapid prototyping engagements for a diverse project portfolio—from campaign microsites to large-scale enterprise platforms—defining user needs before a single pixel was produced.

Founder & Lead Designer | PixelninjaHB (Freelance) | *May 2008 – Present*
- Full-service digital design practice delivering web design (WordPress, Wix), SEO/SEM, social media strategy, marketing collateral, and audio/video production—supporting small business clients in building cohesive digital brands.

CORE COMPETENCIES

UX Strategy & Vision · Design System Architecture · Team Leadership & Mentorship · User Research & Synthesis · Information Architecture · Interaction Design · Accessibility (WCAG 2.1 AA) · Responsive & Mobile-First Design · Design-Dev Handoff · Agile/Scrum · A/B Testing & Optimization · Cross-Functional Collaboration · Stakeholder Communication · AI-Assisted Design

TOOLS & TECHNOLOGY

Figma · Sketch · Adobe Creative Suite (XD, Photoshop, Illustrator, After Effects) · Adobe AEM · Adobe Campaign · Jira · Confluence · WordPress · Usability Testing Platforms · Rapid Prototyping · Persona Development · Cloud Experience Design