

Fawad Haider

Lead UX / UI Product Designer · Active Secret Clearance
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Strategic UX/UI design leader with 15+ years delivering mission-critical digital products across defense, enterprise software, healthcare, automotive, and consumer platforms. Proven track record building and mentoring design teams, establishing scalable design systems, and translating complex user needs into intuitive products. Experienced partnering with executive stakeholders and engineering teams to deliver measurable outcomes including engagement increases up to 89%.

CAREER IMPACT

- **Defense & Government:** Led UX strategy and team delivery for the U.S. military Career Pathing Tool, now adopted across multiple branches and driving an 89% increase in engagement.
- **Enterprise Cybersecurity:** Directed UX overhaul of BlackBerry and Cylance digital platforms, restructuring IA and front-end systems to increase engagement by 47%.
- **Automotive Digital Transformation:** Led UX strategy for Hyundai.com redesign post-COVID, improving vehicle research flows and increasing conversion by 63%.
- **Healthcare Product Ecosystems:** Designed cross-platform patient monitoring experiences for Masimo across iOS, Android, and web integrated with hardware devices.
- **Enterprise Health Software:** Led UX strategy and launch of dental management software deployed across 850+ offices with Epic integration.

EXPERIENCE

Customer Experience (CX) Lead — U.S. General Services Administration (GSA)

2024 - Recruited and led a multidisciplinary UX team delivering the Department of Defense Career Pathing Tool under accelerated timelines. - Facilitated executive working sessions with DoD leadership and Deloitte stakeholders to translate mission requirements into design strategy. - Built a scalable component-based Figma design system enabling consistent interfaces and WCAG 2.1 AA compliance. - Mentored junior designers and implemented design QA processes improving delivery consistency.

Sr. UX/UI Solutions Architect — Deloitte (Department of Defense)

2021 – 2023 - Directed UX strategy for mission-critical DoD digital platforms in collaboration with program managers and technical teams. - Led research, journey mapping, and high-fidelity prototyping for the Career Pathing Tool supporting active-duty personnel. - Established scalable token-based design systems used across multiple government products. - Designed SNAP benefits and state service portals improving usability for public assistance programs. - Mentored designers and strengthened UX practice standards within federal engagements.

Lead UX/UI Product Designer — BlackBerry (Contract)

2022 - Led migration of enterprise design systems from Sketch to Figma across BlackBerry and Cylance digital ecosystems. - Conducted heuristic audits and UX optimization increasing engagement by 47%. - Implemented accessibility standards and established developer design QA workflows.

Lead UX/UI Product Strategy & Design — Innocean (Hyundai)

2021 - Developed UX strategy for Hyundai's global digital platform supporting post-COVID automotive purchasing journeys. - Redesigned navigation, comparison tools, and chatbot interactions increasing lead conversion by 63%. - Led discovery workshops and cross-functional collaboration with marketing, product, and engineering teams.

Lead UX/UI Product Designer — Masimo

2020 – 2021 - Led interaction and visual design for healthcare monitoring apps across mobile and web platforms. - Collaborated with hardware and CAD teams to align digital UX with wearable device ecosystems. - Introduced engagement features and design systems improving consistency across products.

Sr. UX/UI Product Designer — Wellfit

2019 – 2020 - Led UX strategy and product design for a national dental practice management platform deployed across 850+ offices. - Delivered design systems, documentation, and responsive UI supporting Epic-integrated healthcare workflows.

Sr. UX/UI Solutions Architect — Neudesic

2015 – 2019 - Directed UX strategy for enterprise software platforms including research, persona development, and journey mapping. - Managed distributed design teams and established scalable UX documentation and design processes.

Sr. UX/UI Solutions Architect — Slalom

2012 – 2015 - Led discovery workshops and rapid prototyping engagements across enterprise and consumer digital initiatives. - Mentored designers and helped establish UX practice standards across regional teams.

Founder & Lead Designer — PixelninjaHB

2008 – Present - Independent design consultancy delivering UX strategy, web design, branding, and digital marketing for startups and small businesses.

CORE SKILLS

UX Strategy · Product Design Leadership · Design Systems · Information Architecture · User Research · Interaction Design · Accessibility (WCAG) · Agile Product Development · Stakeholder Facilitation · Cross-Functional Leadership · Design-Development Collaboration

TOOLS

Figma · Sketch · Adobe Creative Suite · Adobe AEM · Adobe Campaign · Jira · Confluence · WordPress · Usability Testing Platforms · Rapid Prototyping · Persona Development · Cloud Experience Design