

# FAWAD HAIDER

Sr. UX/UI Designer (Secret Clearance)

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## PROFESSIONAL SUMMARY

Seasoned Sr. UX/UI Designer with expertise in creating intuitive, impactful digital experiences across defense, healthcare, technology, and enterprise software. Skilled in leading cross-functional teams, developing design systems, and conducting user research to deliver solutions that elevate engagement and drive business objectives. Proven track record in mission-critical projects for the Department of Defense and optimizing platforms for global brands. Proficient in accessibility, responsive design, gamification strategies, and fostering seamless collaboration between design and development teams.

## CORE COMPETENCIES

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|------------------------------------|------------------------------------|-----------------------------------|
| • User-Centered Design             | • Agile Methodologies              | • User Journey Mapping            |
| • Cross-Functional Team Leadership | • Visual Design & Branding         | • Mentorship & Team Development   |
| • UX Research & Analysis           | • Responsive & Mobile-First Design | • Cross-Platform Design Solutions |
| • Design System Development        | • Gamification & Engagement        | • Accessibility Best Practices    |
| • Interactive Prototyping          | • UX/UI Strategy & Implementation  | • Problem-Solving                 |

## CAREER HIGHLIGHTS

- **Transformative UX Solutions for DoD:** Led the design and implementation of the "Career Pathing Tool," a critical career management platform now used across all U.S. military branches, enhancing career progression tracking for thousands of service members.
- **Successful Cross-Industry Impact:** Optimized Hyundai.com, increasing lead generation and conversion rates post-COVID through innovative UX design strategies, contributing to a significant boost in user engagement.
- **Strategic Design Leadership:** Directed the design of a nationwide dental software solution, improving usability and adoption across 850 offices, while mentoring teams and leading the development of comprehensive style guides and technical documentation.

## WORK EXPERIENCE

**Sr. UX/UI Solutions Architect (SME) Active Security Clearance | 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.

**Principal UX/UI | 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.

**Sr. UX/UI Lead | 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.

#### **Sr. UX/UI Design Lead | 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 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 a full production studio.

#### **EDUCATION**

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**B.A | N.E.D University | Karachi, Pakistan**

**Local Schools | Long Beach CC. | Cypress CC. | CSUF. | TCC OK. | S . U.N.Y (Alfred, CA)**

#### **TECHNICAL SKILLS**

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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)

#### **LICENCES & CERTIFICATION**

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**Federal Aviation Administration | Private Pilot License**

**Certified User Experience Specialist | Coursera**