



Fawad Haider

Sr. UX/UI SOLUTIONS ARCHITECT, S.M.E, SECURITY CLEARANCE

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📍 United States

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Profile

Sr. UX/UI Solutions Architect (S.M.E) proficient in User-Centered Design (UCD), Human-Computer Interaction (HCI), User Research, Mobile, Agile and Accessibility Compliance.

Skills

Human-Centered Design
Information Architecture
User Journeys
Design System
Leader/Critical Thinking
Prototyping
Wireframing
Figma
Adobe CS
Responsive Design

User Research
User-Centric Design
Visual Design
Agile Methodology
Accessibility Compliances
Mobile Design
User Testing
Sketch
Persona Development
Cloud Experience

Employment History

Sr. UX/UI Solutions Architect (SME) Active Security Clearance, Deloitte Touche Tohmatsu LLC | Department of Defense

August 2021 — October 2023

- Established a standardized design system for consistent branding and user experience across all Dept. of Defense branches and state governments.
- Coaching & managing various teams within different DoD branches. Overseeing ideation, wire-framing, and prototyping, lo to hi fed designs of a unique product for the Dept. of Defense, shaping career paths for service members.
- Led strategic engagements with DoD officials and Deloitte Principal Managing Directors.
- Facilitated collaboration between design, development, project management, and leadership to deliver high-quality products.
- Utilized active listening skills, Persona identification and journey maps to identify end user needs and provide solutions that met their career requirements.
- Designed UI/SNAP user flows and Benefit Portals for the State of NM and ND and the [Deloitte Software Armory "Coruscant"](#)
- The '[Career Pathing Tool](#)' has become the central career management tool across all branches of the military.

Principal UX/UI, BlackBerry, (Contract)

May 2022 — October 2022

- Migrated design system from Sketch to Figma, drove innovation on blackberry.com, and enhanced essential global elements.

- Proficient in Adobe AEM, Campaign, Commerce, IoT, Cybersecurity, and Cylance AI. Expert in Accessibility, A/B testing, User Journeys, and interactive Figma prototypes.
- Provided crucial design support and coaching to the development team.
- Optimized the front-end user interface for improved UX/UI, resulting in a 57% increase in user engagement all across all BB products.

Sr. UX/UI Lead, Innocean, (Contract)

February 2021 — October 2021

- Delivered comprehensive support for digital initiatives/brands across multiple channels, encompassing wireframes and interactive prototype creation.
- User journey mapping, heuristic and competitive analysis reporting, process and service design, information architecture recommendations, technical specifications, brainstorming sessions, and collaborative content creation aligned with UX principles.
- Ideate and support user-centric experiences considering business strategies, media awareness, and user research, and facilitate usability studies to integrate insights into our design decisions.
- Implemented lead generation and conversion rate on Hyunai.com by 63% post covid.

Sr. UX/UI Design Lead, Massimo/Ceracacor

April 2020 — February 2021

- Played a key role as the UX/UI Lead, responsible for visual design creation across iOS, Android, and web interfaces.
- Utilized tools such as Adobe CS, XD, Sketch, and After Effects to support asset creation and facilitate a seamless handoff to developers.
- Developed and implemented design practices to maintain a high standard of pixel-perfect and consistent user experience on multiple platforms.
- Crafted intuitive iconography and implemented gamification strategies with consideration for diverse perspectives and cultures.
- Collaborated with and supported interaction designers, UX researchers, and developers, while leading efforts to promote excellent design practices for source files, flowcharts, and assets.

Sr. UX/UI Design, Research & Ideation, Wellfit

July 2019 — February 2020

- Spearheaded research, design, and the development of a new dental software implemented in 850 offices across the nation.
- Conducted weekly presentations showcasing design progress, provided ongoing support to developers, and led UX/UI reviews with cross-functional teams.
- Created responsive interfaces using Sketch and Figma, ensuring adaptability across various platforms.
- Developed comprehensive journey maps, style guides, and assets to guide the implementation of the software.

Sr. UX/UI Solutions Architect III, Neudesic

February 2015 — February 2019

- Conducted in-depth analysis using contextual inquiries, creating user personas and detailed journey maps.
- Managed both on-shore and off-shore development teams to ensure precise UX implementation and streamlined handoff processes.
- Mentored consultants, actively engaging in client-facing UX interactions, and facilitated the creation of interactive prototypes and backlogs.
- Provided creative direction by developing comprehensive style guides and technical documentation.

- Took the initiative to drive UX improvements for corporate software, contributing to enhanced company-wide communication.

Sr. UX/UI Solutions Architech, Slalom

May 2012 — January 2015

- Offered UX leadership, mentoring art directors nationwide, and implemented agile methodologies.
- Collaborated with creative and development teams to address design problems and provide design direction.
- Conducted discovery sessions and rapid prototyping for diverse projects, spanning from microsites to enterprise-level initiatives.

Ninja, Pixelninja, REDLANDS

January 2000 — Present

Jōnin (Master Ninja), Web design specialist, SEO, SEM, Analytics, Target Marketing Strategies, Video and Audio, Music/Jingle composition & Print

Education

B.A, N.E.D University, CSUF, SUNY, TCC

12+ years of equivalent hands on experience

Courses

Certified User Experience Specialist (CUSX), Coursera

October 2023

Private Aircrat Pilot, Federal Aviation Administration

June 2022

Secret Security Clearance, United States Department of Defense

January 2022

Inside Threat Awareness, United States Department of Defense

January 2022

Cyber Awareness, United States Department of Defense

January 2022

Pro Tools Engineer, Avid

Hobbies

(GA) General Aviation Flying, Composing/Writing Music, Cooking, Gardening, Eating & Thinking

Languages

English



Hindi



Arabic



Urdu



Punjabi



Farsi



Links

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