

Awais Raza

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INTRODUCTION

Product Designer with 2+ years of experience designing AI-enabled SaaS and FinTech products across web and mobile. Experienced in taking products from user research and journey mapping through wireframing, prototyping, high-fidelity UI, design systems, and developer handoff. Strong focus on simplifying complex workflows, improving usability, and using AI-assisted workflows to accelerate product discovery and design iteration. Experienced working closely with Product and Engineering teams in Agile environments.

WORK EXPERIENCE

QUECKO

Product Designer

Oct 2025 – Present

Islamabad, PK

- Own end-to-end product experiences across B2B/B2C SaaS and FinTech, from user research and journey mapping to wireframes, prototypes, high-fidelity UI, and developer handoff.
- Restructure complex FinTech workflows and onboarding flows into intuitive user journeys, reducing average task completion time by **25%** and cutting drop-off rates across key modules.
- Integrate AI-driven workflows for UX copywriting, discovery synthesis, and rapid wireframing, shortening concept-to-handoff cycles by **30%**.
- Build and maintain a multi-brand Figma design system with 120+ components and design tokens, improving consistency and accelerating UI delivery across web and mobile.
- Partner directly with Product Managers and Engineers in agile sprints, contributing to backlog refinement, sprint planning, and design reviews to balance business goals, user needs, and technical feasibility.
- Prepare clean design specs and developer-handoff assets to ensure accurate implementation of designs.

CLUSTOX

UX UI Designer

Oct 2024 – May 2025

Lahore, PK

- Conducted user interviews and iterative usability tests, identifying friction points to raise core feature task completion rates from **65% to 88%**.
- Translated business requirements into user personas, journey maps, wireframes, and interaction models in collaboration with cross-functional teams.
- Produced design documentation and developer-handoff assets for smooth, accurate implementation.
- Standardized handoff specs and auto-layout, reducing front-end revisions by **20%** for pixel-accurate releases.

IDENBRID INC

UX UI Designer

June 2024 – August 2024

Lahore, PK

- Created wireframes, prototypes, and high-fidelity mockups for mobile and web platforms.
- Assisted senior designers in producing responsive UI designs and user flows, contributing to accessible UI.

EDUCATION

Bachelor of Science in Computer Science

University of Engineering & Technology (UET), Taxila

Cumulative GPA: 3.19

June 2024

SKILLS

- Design & Prototyping:** Figma, Adobe XD, Wireframing, Interactive Prototyping, User Flows, Low- & High-Fidelity Prototypes
- UX Research:** User Interviews, Usability Testing, Surveys, Persona Creation, Research Synthesis, A/B Testing, User-Centered Design
- Design Systems & UI:** Figma, Auto Layout, Components, Variants, Variables, Design Tokens, Design Systems, Accessibility, Style Guides, Developer Handoff
- AI & Modern Workflows:** Figma AI, Figma Make, ChatGPT, Claude, Lovable, Google Stitch, AI-assisted research synthesis, rapid prototyping, ideation, UX copywriting
- Front-End Awareness:** Familiarity with HTML5, CSS3, JavaScript, and CSS frameworks (Bootstrap, Tailwind CSS); understanding of component-based UI patterns
- Competencies:** Critical thinking, Problem Solving, Multi-Tasking Abilities, Communication, Cross-Functional Collaboration, Developer Handoff