

AWAIS MEHMOOD BUTT

Lead UI/UX Designer · UX Strategy & Leadership · Design Systems · Enterprise Products · AI-Assisted

Islamabad, Pakistan · On-Site & Remote · Open to Relocation (UAE · UK · USA)

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EXECUTIVE SUMMARY

Good design isn't about the screens. It's about understanding the problem well enough that the screens become obvious. That's how I've worked for the past 7 years: leading UX teams on products across defense intelligence, healthcare, fintech, and B2B SaaS, where the stakes were real and the workflows were genuinely complex. I set design direction, run research, build systems, and make sure accessibility is never an afterthought. Every product I lead ships to WCAG 2.1 AA. More recently I've been folding AI into how I work, using it to move faster through research synthesis, documentation, and ideation without losing the thinking that actually matters. One of the things I'm most proud of is turning a product users complained about into one they recommended, by going back to the root of what wasn't working, not just what didn't look right.

CORE COMPETENCIES

UI/UX Design & Leadership · Product Design · User Research & Usability Testing · Wireframing & Prototyping · Interaction Design · Information Architecture · Design Systems & Component Libraries · Accessibility (WCAG 2.1 AA) · Dashboard & Data Visualization UX · Mobile Application Design · Web Application Design · Responsive Design · Product Discovery · Cross-Functional Collaboration · Stakeholder Alignment · Agile & Scrum · Design Mentorship · A/B Testing · AI-Assisted UX · Human-AI Interaction Design

PROFESSIONAL EXPERIENCE

Team Lead UI/UX Designer — Rapidev | Jun 2024 – Present · Islamabad, Pakistan

- **Architected end-to-end UI/UX design for an OSINT and threat intelligence platform** used by defense and security organizations, improving analyst task efficiency by 30% and cutting intelligence cycle time from 72 hours to 20 minutes through workflow redesign and information architecture optimization.
- **Designed warplanning and mission-execution tools**, including map-based scenario builders, timeline interfaces, and real-time operational status dashboards for defense teams.
- **Led UI/UX strategy for AI-driven analytics dashboards**, translating dense real-time intelligence data into scannable visual hierarchies that accelerated decision-making and reduced cognitive load.
- **Established and maintained a scalable design system** across multiple products, reducing UI inconsistencies and rework by 35% and cutting design-to-development handoff friction by 20%.
- **Drove feature adoption by 25%** through continuous user research, structured stakeholder alignment sessions, and evidence-based design decisions embedded into sprint cycles.
- **Mentored and directed a team of 2–3 junior UI/UX designers** through structured critiques and design reviews, contributing to 15% faster sprint completion and improved design output quality.
- **Championed WCAG 2.1 AA accessibility** as a foundational design requirement across all product surfaces and design system components.
- **Partnered with product managers, engineers, QA, and domain experts** to translate complex technical requirements into clear, usable interfaces.

Senior UI/UX Designer — Connected Safety Net Oct 2022 – Jun 2024 · United Kingdom (Remote)

- **Designed the full product experience, web dashboard and mobile app**, for a health and worker-safety platform serving 10+ UK organizations across health and public-sector verticals, contributing to 20% growth in platform adoption.
- **Led digitization of paper-based government compliance processes**, cutting manual processing time by 50% and improving field-worker access to real-time safety data.
- **Architected a worker-monitoring system** covering shift allotment, worker logs, and an in-field mobile task management app, reducing task completion time by 40%.
- **Designed a Learning Management System (LMS)** that moved client onboarding and compliance training fully in-app, eliminating in-person trainer dependencies.
- **Conducted end-to-end user research and usability testing**, increasing user satisfaction scores by 30% through data-driven, iterative design improvements.
- **Delivered high-fidelity prototypes and detailed design documentation**, reducing development rework by 25% and accelerating engineering delivery cycles.

UI/UX Designer — Neurog Nov 2021 – Dec 2022 · Islamabad, Pakistan

- **Designed AI-first analytics dashboards** translating complex data model outputs into actionable interfaces — enabling 25% faster decision-making for end users.
- **Delivered Web3 and crypto platform UX** across NFT marketplaces, wallet management, trading analytics, and portfolio dashboards, improving user engagement by 35%.
- **Created comprehensive user flows, wireframes, and interactive prototypes**, maintaining 90%+ on-time sprint delivery within Agile teams.

UI Designer — WebSpider Pvt Jun 2021 – Nov 2021 · Rawalpindi, Pakistan

- **Delivered UI design for international clients**, increasing conversion rates by 20% on key landing pages through improved visual hierarchy and layout optimization.
- **Built a reusable UI component library**, reducing design effort and shortening revision turnaround time by 25%.

Senior Graphic Designer — J-Telemarketing Jan 2019 – Dec 2019 · Rawalpindi, Pakistan

- **Led brand identity and visual communication for US-based sales operations**, increasing campaign engagement by 20%.
- **Designed social media creatives and performance ad campaigns**, improving click-through rates by 15%.

SELECTED PROJECTS

OwlSense — OSINT & Intelligence Platform (NDA)

Enterprise intelligence platform for investigative analysts and defense organizations. Designed search, entity correlation, graph visualization, monitoring dashboards, and alert management interfaces for high-stakes threat detection and investigation workflows. | Domain: OSINT · Cybersecurity · Intelligence · Government

Wargame Planning Platform (NDA)

Strategic planning and simulation tool for military and defense teams. Designed map-based mission planning views, scenario-building workflows, timeline management, and real-time operational status tracking. | Domain: Defense Technology · Government

MediCare+ — AI Telemedicine & Healthcare Platform

AI triage reads symptoms, scores risk, and routes patients to the right care — delivered across a telemedicine mobile app and a clinician dashboard. Designed end-to-end healthcare UX covering patient flows, AI interaction patterns, appointment management, and EHR integration. | Domain: HealthTech · Telemedicine · AI · Healthcare UX

Nova Market — B2B AI Ecommerce Marketplace

AI-powered marketplace and shopping app with a full B2B seller dashboard covering product discovery, express checkout, order management, payouts, and analytics. | Domain: B2B Ecommerce · AI · Marketplace · Design System

NEXORA — Fintech Neobank & Crypto Wallet

Fintech super app unifying digital banking, global payments, self-custody crypto, and wealth management for consumer and B2B finance. Designed for iOS and Android with a scalable design system. | Domain: Fintech · Neobank · Crypto Wallet · Mobile App

Zero Theorem — Autonomous AI Quant Trading Platform

AI-driven algorithmic trading platform for Bitcoin using game theory, deep reinforcement learning, and a 1,000+ model arsenal — built for capital partners and quants. Designed data visualization, trading dashboards, and analytics UX for a high-frequency, decision-critical environment. | Domain: Quant Finance · Algorithmic Trading · Crypto · Web3 · Dashboard UX

AI-ASSISTED DESIGN PRACTICE

- **AI Research Synthesis:** Used Claude and ChatGPT to synthesize user interview transcripts and generate structured insight reports, accelerating research delivery.
- **Accelerated Ideation:** Leveraged Figma AI and UX Pilot to generate initial wireframe concepts and user flow structures, enabling more design iterations within sprint timelines.
- **Human-AI Interaction Design:** Designed conversation flows and AI response patterns for AI-native product features across SaaS and analytics platforms.
- **AI-Enhanced Documentation:** Used Claude and Notion AI to produce higher-quality design system documentation and handoff specs at faster cadence.

TECHNICAL SKILLS

UI/UX Design: User Research · Usability Testing · Wireframing · Prototyping · Interaction Design · Information Architecture · Journey Mapping · Design Sprints · Systems Thinking

Design Systems & UI: Design System Architecture · Component Libraries · Design Tokens · Responsive Design · WCAG 2.1 AA Accessibility · Dashboard UX · Data Visualization · Real-Time Interfaces · Micro-interactions

Strategy & Process: Product Discovery · Stakeholder Alignment · Cross-Functional Collaboration · Design Leadership · A/B Testing · Competitive Analysis · Heuristic Evaluation · Agile · Scrum

Domain Expertise: Enterprise SaaS · FinTech & Digital Banking · Healthcare Technology · OSINT & Intelligence Systems · Defense Technology · Web3 & Crypto · AI Products · Government Platforms

TOOLS

Design: Figma · FigJam · Framer · ProtoPie · Sketch · Adobe Illustrator · Photoshop · After Effects

Research & Testing: Maze · Hotjar · FullStory · Mixpanel · Miro

Collaboration & PM: Notion · Confluence · Jira · Slack · GitHub

AI Tools: Claude · ChatGPT · Figma AI · Figma Make · UX Pilot · Notion AI · Miro AI

CERTIFICATIONS

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- **AI for UX Designers** — Interaction Design Foundation (IxDF) · 2025
 - **Generative AI: The Future of UX/UI Design** — SkillUp / Coursera · 2024
 - **Foundations of User Experience (UX) Design** — Google / Coursera · 2023
 - **Start the UX Design Process: Empathize, Define, Ideate** — Google / Coursera · 2023
 - **Build Wireframes and Low-Fidelity Prototypes** — Google / Coursera · 2023
 - **Principles of UX/UI Design** — Meta / Coursera · 2023
 - **Introduction to Typography** — California Institute of the Arts / Coursera · 2022

EDUCATION

Bachelor of Science, Computer Science (HCI Focus) Jan 2015 – Dec 2018
Iqra University, Islamabad, Pakistan

PORTFOLIO & LINKS

Portfolio: iamawais.com | LinkedIn: [linkedin.com/in/awaismehmoodbutt](https://www.linkedin.com/in/awaismehmoodbutt)