

**AWAIS RAZZAQUE** | [awaisbaloxh@gmail.com](mailto:awaisbaloxh@gmail.com) | +92 (307) 030-1142

## Senior Product Designer II

[LinkedIn Profile](https://www.linkedin.com/in/awaisrazzaque) (<https://www.linkedin.com/in/awaisrazzaque>) | [www.awaisrazzaque.com](http://www.awaisrazzaque.com)

### SUMMARY

Expert in **app & website UX, design systems, and scalable product design** with 5+ years of experience designing intuitive and impactful digital experiences. Passionate about simplifying complexity through human-centered design, I specialize in crafting high-performing fintech products and systems that scale.

With an **MS in Human-Computer Interaction & Software Engineering**, my research focused on **Design Ontologies** and their impact on **Web3, AI, and Industry 4.0**—exploring how technology, cognition, and interaction shape the digital landscape.

### EXPERIENCE

#### 1. Senior Product Designer II

**NayaPay** | 2022 – Present

- **Leading design** across mobile and web fintech experiences, ensuring usability, accessibility, and scalability for **10M+ users**.
- Spearheading **NayaPay's rebrand**, including **Design System 2.0** and a complete **consumer app revamp**.
- Designed and delivered **35+ end-to-end features**, optimizing payment flows, remittances, and business integrations.
- Shaped the **consumer app's design system**, enabling consistency across Android, iOS, and web.
- **Collaborate cross-functionally** with engineering, product, and business teams to drive design excellence.
- Led the launch of **NayaPay's iOS app**, Send Money, and International Remittances.

#### 2. Product Designer

**SquareUp Fintech (Square Savings)** | 2021 – 2022

- **Led UX for Square Savings**, optimizing the deposit and withdrawal experience for **65M+ users**.
- Worked with **PMs, engineers, and researchers** to ship a high-impact fintech feature in **12 months**.
- Built and refined design iterations based on usability testing and data insights.
- **Ensured accessibility** and usability standards across all platforms.

### PROJECTS & RECOGNITIONS

- **James Dyson Product Design Awards** – Recognized for innovative interaction design.
- **European Product Design Awards** – Finalist for fintech UX innovation.
- **Contributed to fintech design frameworks** used in top global financial products.

## SKILLS & TOOLS

- Design Systems: Scalable UI frameworks, Figma, Tokens
- Fintech UX: Payments, compliance, KYC, remittances
- Prototyping & Testing: Rapid prototyping, A/B testing, research
- Development Collaboration: Handoff, design-to-code, component libraries
- Tools: **Figma, Sketch, Webflow, Framer, FigJam, Notion**

## EDUCATION

- MS in Human-Computer Interaction & Software Engineering
- Research niche: **Design Ontologies for Web3, AI & Industry 4.0**