

MUHAMMAD AWAIS

Senior UI/UX & Product Designer | Figma Expert

Senior Product & UI/UX Designer | AI & Automation Engineer | Full-Stack Developer
Rawalpindi, Pakistan · 00923415198876 · hello@awais.design

Links

[Behance](#) | [Linkedin](#) | [Portfolio Website](#)

PROFESSIONAL PROFILE

Senior UI/UX & Product Designer with 8+ years of hands-on experience in digital product design, web design, WordPress development, e-commerce, and front-end engineering. Experienced in designing 80+ high-end custom websites and product interfaces in Figma, with a strong focus on usability, visual systems, responsive design, and conversion. Combines advanced UI/UX expertise with practical development knowledge across JavaScript, React, PHP, Node.js, WordPress, and WooCommerce, enabling effective collaboration from concept and prototyping through implementation.

CORE SKILLS & EXPERTISE

UI/UX & Product Design: Figma · Adobe XD · Product Design · UI/UX Design · Design Systems · Prototyping · User Research · Wireframing · High-Fidelity Design · Conversion-Focused Design

Front-End Development: JavaScript (ES6–ES2020+) · React · Redux · React Hooks · Vite.js · HTML5 · CSS3 · SASS · Bootstrap 5 · Flexbox · CSS Grid · Responsive Design

Back-End & APIs: Node.js · Express.js · PHP · Python · Django · C · C++ · REST API Design · HTTP/JSON/AJAX · Authentication & Authorization · Production & Deployment

CMS & E-Commerce: WordPress · WooCommerce · Custom Plugin Development · Theme Development · PSD/Figma to WordPress · Elementor · Divi · Webflow · Framer · Wix

AI & Automation: AI Workflow Architecture · AI-Assisted Figma-to-Code Pipelines · Process & Workflow Automation · Scalable AI Systems

Design & Visual: 3D Modeling & Motion Graphics (Spline) · Micro-Interactions · Adobe Photoshop · Adobe Illustrator · Canva · Miro · Brand & Logo Design

Databases & Tools: SQL · PostgreSQL · MongoDB · Git · GitHub · Command Line · NPM · Performance Optimization · QA & Debugging · User Acceptance Testing

Professional Strengths: Communication · Creative Problem Solving · Quality Assurance · Collaboration · Adaptability · Attention to Detail · Client-Focused Delivery

PROFESSIONAL EXPERIENCE

Senior UI/UX & Product Designer (Figma Expert) · [Xammin Solutions LLC](#) Aug 2020 – Present

- Designed 80+ high-end custom websites and product interfaces in Figma, focused on brand identity, usability, and conversion.
- Developed interactive, conversion-focused UIs for landing pages, e-commerce stores, and corporate platforms, collaborating closely with developers to ensure pixel-perfect implementation.
- Created 3D visual elements and micro-interactions (Spline) that increased engagement and user retention, delivering measurable gains in client revenue and user acquisition.

Key Skills: Figma · Adobe XD · UI/UX Design · Product Design · Design Systems · Prototyping · 3D Motion Graphics (Spline) · Micro-Interactions · Adobe Photoshop · Adobe Illustrator · Framer · Conversion-Focused Design · User Research

WordPress & Full-Stack Developer · [Xammin Solutions LLC](#) May 2019 – Apr 2023

- Built 300+ dynamic, high-performance websites using Elementor and Divi, translating detailed Figma designs into pixel-perfect, responsive implementations.
- Engineered scalable WooCommerce e-commerce stores with custom product catalogs, cart systems, and secure checkout flows.
- Developed custom WordPress plugins and platforms, including a fully interactive SVG-based misting-system designer with live WooCommerce cart integration (see Selected Projects).
- Delivered custom animations and scroll-based interactions, optimizing site speed, responsiveness, and SEO-readiness across all projects.

***Key Skills:** WordPress · WooCommerce · Custom Plugin Development · Theme Development · PSD/Figma to WordPress · Elementor · Divi · PHP · JavaScript · HTML5 · CSS3 · React · Node.js · REST APIs · Git/GitHub · Performance Optimization · User Acceptance Testing*

Brand Designer · NexPeak Solutions Jun 2017 – Jan 2018

- Designed and delivered 50+ unique brand logos and complete business collateral (letterheads, company documents, branded templates) tailored to client identity.
- Produced vector design and promotional video content using Adobe Photoshop and Illustrator to strengthen brand presence and marketing campaigns.

***Key Skills:** Brand Identity Design · Logo Design · Adobe Photoshop · Adobe Illustrator · Vector Design · Business Collateral · Promotional Video · Creative Problem Solving*

SELECTED PROJECTS

Xammin Project

- Crafted a modern, responsive website with custom UI design and smooth 3D Animations. Focused on user experience, brand alignment, and clean visual structure for digital service showcase. Live at <https://xammin.com/>.

Rainconnect Project

- Designed a clean, user-focused website to showcase Rainconnect's digital solution. Prioritized intuitive UI, responsive layout, and interactive features to reflect the platform's efficiency and innovation. Link <https://rainconnect.vercel.app/en>.

Innovation Factory Project

- Designed a sleek, responsive website with advanced animations to showcase AI-driven technologies. Focused on industry-specific UI/UX and interactive visuals to communicate complex solutions clearly. Live at <https://innovfactory.com/>.

CoolMist ATX — Interactive Misting-System Designer (Custom Plugin & Platform)

- Architected and built a fully interactive SVG-based misting-system designer with live WooCommerce cart integration, kit deduplication, save/load configurations, and full mobile touch support — a custom-engineered commerce tool, live at coolmistatx.com/misting-designer.

BARQ Peptides — Dosage Calculator & Affiliate Platform

- Developed a branded peptide dosage calculator and a custom AffiliateWP payment system with UAE IBAN validation, plus COA documentation pages and order-tracking features for an e-commerce client in the UAE.

Providodocs — Compliance & Documentation Platform

- Leading design and development of a compliance and documentation SaaS platform for an international client, owning interface architecture and client-facing delivery.

Urban Life Asia — Advanced WooCommerce Bundle Manager

- Engineered a complex multi-language WooCommerce bundle manager with FunnelKit Cart support and validation across multiple product-storage categories.

CERTIFICATIONS

- Google UX Design (Professional Certificate series) — Coursera / Google, 2025: Foundations of UX Design · UX Research & Early Concept Testing · Wireframes & Low-Fidelity Prototypes · High-Fidelity Designs & Prototypes in Figma · Empathize, Define & Ideate.
- Innovative Web Design in Figma: A Step-by-Step Process — Domestika, 2025.

EDUCATION

Middle Education, *Rawalpindi, Pakistan*

Supplemented by extensive professional certification and 8+ years of hands-on industry experience in software engineering and product design.

LANGUAGES

English (Professional) **Urdu** (Native)

INTERESTS

Technology trends & continuous learning · Fitness & gym training · Travelling & hiking · Reading