Tel: +44 (0)784 693 4444
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UX DESIGNER
YOUSUF
Miniawi

I bring **over 15 years** of design experience and programming knowledge, fostering a creative, problem-solving approach to challenges. Skilled in **UX, UI, product,** and **interaction design**, I am passionate about delivering **scalable accessible** solutions for everyone, that align with business goals, while championing user needs.

SKILLS

Design	User research; Interaction design; Information architecture; User interface design; Usability testing; Wireframing; Prototyping; User journeys; Design systems; GDS
Programming:	HTML; CSS; Javascript(React); SQL; GDS frontend toolkit; GitHub; Heroku
Software:	Sketch; Figma; Adobe Creative suite; Microsoft 365 suite; Maya; ZBrush
Languages:	English (Native); Arabic (Conversational); Japanese (Basic)

EXPERIENCE

Sopra Steria   Jun 2018 - Currrent
Lead Interaction/Product Design Consultant

Lead on multiple projects in a consulting agency working predominantly in the Government sector, involved in various stages of the product and delivery lifecycle. Lead design delivery teams for clients such as **Transport for London, National Highways, Department for Health & Social Care, Health and Safety Executive**

- **Line managed** and supported a team of 6 UX designers across the UX discipline.
- **Led design delivery** and oversaw multiple scrum teams of designers, researchers and product owners, ensuring delivery is in-line with the strategic objectives of the project.
- **Led** design team on high impact and highly successful transport projects with **TfL** and **National Highways**.
- **Mentored** team members and facilitated knowledge sharing, and provided guidance and constructive feedback to further their knowledge.
- **Influenced** and directed project and client stakeholders on ways of working with an **Agile** and **UCD** approach to design delivery, and advising on best practices to complex situations and to understand impact of design.
- Defined and adapted design tool stacks based on project needs, and set the direction for ways of working with rest of design team.
- Established an education strategy to integrate design into pre-sales and project delivery, preventing under-selling or over-committing to clients.
- **Maintained standards** of delivery team with vital processes and engagement from designers and developers to ensure high standards are always met.
- Conducted **research** and **stakeholder interviews** to define business requirements and align project goals.
- Provided data-backed design rationales to secure stakeholder buy-in.
- Conducted research at various product lifecycle stages, from **observational studies** to **usability testing**.
- Created low fidelity and **HTML prototypes** for usability testing and engaging stakeholders in complex discussions and informing development teams of desired outcomes.
- Conducted detailed analysis of existing architecture and used research insights to inform new **Information Architecture** (IA) structures.
- Worked closely with testers to limit the number of UI bugs going into codebase.
- Designed, implemented, and maintained small and large-scale **design systems** across multiple projects.
- Worked closely with developers to implement **accessibility** best practices according to **WCAG** guidelines.

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EXPERIENCE

Miniawi   Nov 2017 - Jun 2018
Contract UX Designer

Worked with clients across a range of projects, delivering bespoke digital solutions using various interactive mediums.

- Defined and aligned project scope by understanding **business needs** and **user requirements**.
- Researched technology platforms to determine the best interaction models for user engagement.
- Designed **mockups** and concept visuals to communicate interaction ideas effectively.
- Developed **interactive prototypes** to validate initial concepts.
- Created and optimised design assets for seamless developer handover.
- Collaborated with developers and suppliers to ensure designs were feasible within technological constraints.

Buzzmove   Jul 2016 - Nov 2017
Senior Product Designer

Worked in a multi-disciplinary team to shape the user experience for a Fintech start-up, conducting customer and stakeholder research to inform high-quality design deliverables, including wireframes, complex user journeys, and functional flow diagrams.

- Conducted customer and **stakeholder interviews** to gather insights and translate them into design solutions.
- Gathered **business requirements** across departments and collaborated with the Scrum Master to refine them into **user stories**.
- **Researched** user behaviour and expectations to enhance the existing product portfolio.
- Designed and developed both **low- and high-fidelity wireframes**, along with **HTML prototypes**.
- Learned **React** to support the development team in achieving visually accurate designs within tight timelines.
- Led the UI/UX design for both **B2C** and **B2B** websites, ensuring consistency and usability.
- Worked closely with developers to implement best practices for web and mobile UI.
- Played a key role in recruitment by interviewing candidates for various design and development roles.

EDUCATION

Vanarts (Vancouver Arts Institute)
Diploma of Computer Game Art & Design

Kingston University
2:1 Computer Science (BSc)

INTERESTS

Travelling is by far one of the most enjoyable things to do, as I get to meet different people and learn about their cultures, such as Mexico, Japan and Canada.

I am an ardent cook and enjoy experimenting with new recipes and cooking for my family and friends, try my Macarons and you will be surprised