

Saad Javed Anwar

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Senior User Experience and Service Designer with 9+ years of global experience designing human-centered digital products and systems across fintech, education, healthcare, and government. Skilled in shaping experiences and platform ecosystems that have served 10M+ users across North America, the Middle East, and South Asia by blending empathy, evidence, and innovation to drive meaningful transformation.

Education

Master's in Design Innovation and Service Design

The Glasgow School of Art | Glasgow, United Kingdom | 2016 – 2017

Key Courses: Data Visualization, New Media Art, Digital Culture, Product Design, and Service Design.

Bachelor's in Computer Science

Lahore University of Management Sciences | Lahore, Pakistan | 2012 – 2016

Key Courses: Human-Computer Interaction, Software Entrepreneurship, AI/ML, and Software Engineering.

Work Experience

Lead UX Design Consultant | Visionet Systems Limited | Remote, Canada | Oct 2024 – Present

- Leading UX and service design engagements focusing primarily on North American and multinational clients.
- Leading UX design and strategy for Beazley Inc., driving the transformation of their website and brokerage service platforms through in-depth user research, stakeholder co-creation, and a comprehensive UX/UI redesign.
- Spearheaded UX design for Tapestry Inc., delivering an event management platform and AI-driven tools for training.
- Redesigned SarSabz, a farming advisory and planning app with 500K+ active users, enhancing usability, accessibility, and engagement for rural farmers.
- Developed and led a global design training initiative for 50+ designers, combining structured coursework with personalized mentoring and skill development.

Experience Advisor | WorkSafeBC | Richmond, BC | Mar 2024 – Aug 2024

- Led user research with 30+ small business owners and service users, mapping user journeys and service blueprints, and uncovered insights to improve digital touchpoints across B2B services.
- Synthesized findings from 100+ internal reports, creating an indexed knowledge bank that shaped strategy for return-to-work service improvements.

Service Designer (Contract) | Government of Alberta | Remote, Canada | Jun 2023 – Feb 2024

- Facilitated multi-ministry stakeholder alignment for wildfire relief and digital identity initiatives, creating service blueprints that streamlined citizen applications while meeting strict regulatory requirements.

- Designed mobile and web portals for wildfire and emergency rebate applications, including user flows, wireframes, and detailed design and functional documentation.
- Led exploratory research on digital identity and wallet services, producing insight reports to inform future provincial initiatives.
- Delivered high-fidelity prototypes in collaboration with front-end and dev teams, ensuring alignment with agile delivery timelines.

UX Design Consultant (Contract) | Visionet Systems Limited | Remote, United States | May 2023 – Jul 2023

- Developed UX strategy and UI prototypes for a global pharmaceutical client, aligning user flows with complex regulatory and product needs.
- Facilitated pre-sales workshops with cross-functional teams, converting discovery insights into actionable design roadmaps for client acquisition.

Senior UX Design Strategist | Systems Limited | Lahore, Pakistan | Mar 2022 – May 2023

- Redesigned Doha's Education City tourism and marketplace platforms for Qatar Foundation. Used by 10K+ residents and tourists during the 2022 FIFA World Cup.
- Led service design for the Government of Punjab's first digital land registry service, used across 300+ service centers, supporting 20K+ monthly transactions.
- Led a 4-day co-creative service design workshop with senior stakeholders at Habib Bank Limited, leading to a redesigned onboarding experience for 400K+ users and businesses.
- Led a 4-day design thinking workshop and helped design Invest Bank UAE's first digital retail banking application.
- Expanded the internal design team by 6 hires and helped generate \$500K+ in new business through proposal writing, strategic offerings, and direct client engagement.
- Recognized as Performer of the Quarter and Project of the Quarter in Q4 2022 for impact and delivery excellence.

Senior Service Designer | Designist | Lahore, Pakistan | Jul 2020 – Feb 2022

- Spearheaded the end-to-end design of Remote Care, Pakistan's first digital home x-ray service with Fujifilm. Directed research, service blueprinting, and UX design of the patient intake system, guiding a successful rollout across four cities and 1,000+ patients.
- Redesigned Bank Al Habib's overseas customer onboarding experience, by conducting primary research, service blueprinting, and redesigned touchpoints to reduce turnaround time and resource use by ~50%.
- Developed an e-commerce CX audit service using Baymard Institute principles; pitched and applied it to fashion and retail brands, resulting in an industry benchmark and client acquisition.
- Built and launched a mentorship and internship program for junior designers, fostering skill-building through hands-on projects and structured feedback.
- Scoped and presented client proposals, covering research plans, financials, stakeholder maps, and deliverables—securing multiple new engagements.
- Secured 3-year UK Aid funding through a winning service design proposal for data-driven monitoring and improvement of public services in underserved areas.

Lead UX Designer and Research Associate | Lahore University of Management Sciences | Lahore, Pakistan | Dec 2018 – Jun 2020

- Spearheaded the design of Autism Assisted with a team of four, delivering a multilingual, accessible (WCAG 2.1) portal and app for families with autism. The app ranked #2 regionally on Google Play and was the focus of a nationwide assistive technology workshop.
- Contributed to a VR-based cognitive research study, managing research design, patient coordination, and academic synthesis; published in the Brain Sciences journal.
- Led the UX design for Pakistan's first open-data government platform in conjunction with the Higher Education Commission (HEC) and the National Incubation Centre (NIC).
- Designed and implemented a usability testing lab, from procurement to implementation, and conducted extensive prototype testing for Meezan Bank, Jazz Cash, Fayvo, and assistive healthcare applications.
- Served as Creative Director for UX Pakistan, managing speaker curation, workshops, media design, and competitions for a 400+ participant conference.
- Mentored junior designers through internships, lectures, and design education activities on campus.

Service Designer | Johnny & Jugnu | Lahore, Pakistan | Feb 2018 – Jan 2019

- Designed and launched a custom point-of-sales system, reducing operational errors by 90% and training 50+ staff for adoption across outlets.
- Digitized branch operations with an ERP system, streamlining workflows and improving visibility across locations.
- Built a multilingual chatbot, automating 80% of customer service queries and improving response time.

Speaking, Awards & Honors

- Mentor – Vancouver Service Jam (2025)
- Performer of the Quarter & Project of the Quarter (Q4 2022) – Systems Limited
- Workshop Lead – Beazley Inc, Tapestry Inc, Habib Bank Limited, and Invest Bank Limited
- Masterclass Speaker – “Thinking in Services,” UX Pakistan (2022)
- Winner – Snook's Service Design Jam (2017), Glasgow, UK

Key Skills

UX Design • Systems Thinking • AI-Driven Experience Design • Human-Centered Research & Data-Driven Insights • Design Strategy & Vision Setting • Prototyping & Interaction Design • Service Design & CX Strategy • Journey Mapping & Service Blueprinting • Stakeholder Facilitation & Collaboration • Cross-Functional Leadership • Research Synthesis & Problem Framing • Experimentation & Usability Testing • Mentorship & Design Ops

Tools

Figma • FigJam • Framer • Miro • Adobe Creative Suite • Dovetail • Google Analytics • ChatGPT • DialogFlow • Confluence • Jira • Asana • HTML • CSS • JavaScript • Unity3D