

ISHAQ DAVE

Senior UX Designer | Service Blueprinting | User Research | Design Systems | Accessibility WCAG 2.1 AA / AODA
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PROFESSIONAL SUMMARY

Senior UX Designer with 15+ years of experience designing user-centered, accessible digital services across government, healthcare, QMS, logistics, travel and enterprise web and mobile products. Strong service design background leading user needs mapping, stakeholder mapping, exploratory and evaluative research, personas, customer journey mapping, collaborative design workshops, prototyping and service blueprinting to identify current-state pain points and propose practical service improvements. Experienced translating business needs, policy constraints and product vision into intuitive interfaces, sitemaps, user flows, wireframes, mockups and interactive prototypes, working with enterprise design systems and component libraries. Delivers within Agile/Scrum teams from discovery and problem framing through prototyping, limited release and live rollout, while maintaining WCAG 2.1 AA and AODA accessibility, design-system consistency and delivery quality.

KEY SKILLS

Service Design & Delivery Lifecycle: Service blueprinting, user needs mapping, stakeholder mapping, personas, customer journey mapping, workflow mapping, collaborative design workshops, current-state/future-state analysis; delivery from discovery and problem framing through prototyping, limited release and live rollout

UX Design & Design Systems: GUI design, information architecture, sitemaps, user flows, wireframes, mockups, interactive prototypes, mobile-first and responsive web design, native iOS and Android design, enterprise design systems, component libraries, design tokens

Collaboration & Leadership: Multidisciplinary facilitation, design workshops and alignment sessions, stakeholder presentations, design rationale, Agile/Scrum ceremonies, scope and priority management, mentoring designers, client relationship management

Research & Validation: Exploratory and evaluative research, interview topic maps and scripts, stakeholder and user interviews, surveys, usability testing, A/B testing, usability walkthroughs, heuristic evaluation, research synthesis, affinity mapping, research findings reports, usability metrics and KPIs

Public Sector & Regulated Delivery: Citizen-facing and enterprise service workflows, QMS and public-sector digital products, healthcare government services, accessibility compliance testing, digital service standards, business process documentation

Tools & Technology: Figma, Sketch, Adobe Creative Cloud, Adobe XD, Axure RP, InVision, Zeplin, Miro, Azure DevOps, WordPress, HTML5, CSS3, SASS, JavaScript, jQuery, design QA, cross-device validation

PROFESSIONAL EXPERIENCE

Aarorn Technologies Inc. - Senior UX Designer

Sep 2023 - Present | Ontario, Canada

- Lead UX and service design for QMS and government-focused digital products, improving integrated service workflows, administrative experiences and citizen/business-facing touchpoints.
- Plan and facilitate discovery workshops and collaborative working sessions with business stakeholders, SMEs, BAs and developers - including stakeholder interviews, user needs mapping, stakeholder mapping, journey mapping and prototype reviews - mapping current-state workflows and defining future-state opportunities.
- Lead user research activities, authoring interview topic maps and scripts, synthesising observations and producing research findings reports that inform design direction.
- Translate service requirements, policy/business rules and product vision into sitemaps, user flows, wireframes, mockups, interactive prototypes and production-ready Figma designs for web and mobile-responsive experiences.
- Design complex QMS workflows including self-assessment, verification, scoring, payments, appeals, audits, corrective actions, performance dashboards and management review processes, with clear status visibility and task completion paths.
- Create design artifacts including personas, journey maps, workflow maps and service flows, process documentation, collaboration boards and presentations to align product owners, BAs, SMEs, developers and client stakeholders.
- Translate ambiguous business discussions into clear, practical design outputs, iterating through usability walkthroughs, stakeholder feedback and developer reviews; track usability metrics and KPIs post-release and refine designs against measured outcomes.

- Apply WCAG 2.1 A/AA accessibility practices against the POUR principles - perceivable, operable, understandable and robust - and follow AODA guidelines across interface patterns, forms, dashboards and responsive layouts; partner with developers on accessibility compliance testing and design QA.
- Contribute to reusable Figma patterns and design-system standards, improving consistency across modules and supporting faster delivery across Agile sprint cycles; publish specifications, redlines and assets to developers through Zeplin.
- Mentor junior designers and support design reviews, knowledge sharing, prioritization and delivery coordination across concurrent workstreams; manage design backlogs, sprint planning and Agile ceremonies through Azure DevOps.

CIVICA - Principal UX Designer

Oct 2020 - Aug 2023

- Led UX strategy and service design for healthcare and government digital products, modernizing complex legacy workflows into accessible, cloud-ready and user-centered experiences; delivered in phased incremental releases from discovery and problem framing through prototyping, limited release and live rollout, with post-release outcomes measured by the client.
- Facilitated requirements workshops and working sessions with stakeholders, BAs and technical teams, translating findings into workflow maps, user journeys, information architecture, wireframes, prototypes and high-fidelity UI designs.
- Mapped complex legacy workflows into current-state and future-state models, creating personas, journey maps, service blueprints, design presentations and recommendations to support integrated service delivery decisions and align teams around user needs, business goals and technical constraints.
- Built and owned the [Firefly Design System \(https://firefly.civica.com/\)](https://firefly.civica.com/) - an enterprise design system spanning Figma component libraries, a three-tier design token architecture and three platform implementations - adopted by multiple product teams working across different technology stacks, improving UI consistency and implementation speed across the organisation.
- Designed the Community Portal across native iOS and Android alongside the web experience, differentiating navigation patterns, back-navigation behaviour and platform typography between the two platforms, and preparing annotated specifications for developer handover.
- Conducted stakeholder interviews, heuristic evaluations, A/B testing, rapid prototyping and usability reviews to identify design problems, validate solutions and support continuous improvement.
- Presented design rationale and recommendations in group settings, facilitating discussions with product owners, BAs, developers and senior stakeholders to drive shared decisions; delivered within an Agile/Scrum environment, participating in sprint planning, stand-ups, reviews and retrospectives, and tracking design delivery through Azure DevOps.
- Partnered with engineering on design handoff, cross-browser/cross-device validation and implementation QA; delivered specifications, redlines and assets through Zeplin and used HTML, CSS, SASS, JavaScript and jQuery knowledge to support feasible UX decisions.
- Conducted WCAG 2.1 A/AA accessibility audits across multiple projects, assessing interfaces against the POUR principles - perceivable, operable, understandable and robust - and worked with developers to remediate findings across healthcare and government web experiences.
- Mentored designers and led knowledge-sharing sessions on UX methods, accessibility, design systems and service-oriented delivery practices.

Logvoy Inc. - Lead UX Designer

May 2020 - Oct 2020

- Led UX/UI design for a logistics platform across web and Android, improving operational workflows, data-heavy screens, dashboard experiences and connected user journeys.
- Designed interfaces for logistics workflows with emphasis on status visibility, filtering, tables, task prioritization, exception handling, operational decision-making and responsive usability.
- Conducted user research, competitor analysis, usability reviews and stakeholder feedback sessions to identify workflow gaps and inform practical product improvements.
- Created user flows, wireframes, prototypes, high-fidelity UI and reusable interface patterns, supporting clear handoff and scalable delivery across development cycles.
- Established design system patterns across web and mobile and worked with developers on UI QA, implementation fixes and post-release improvements.

Odysseus Solutions - Lead UI/UX Designer

May 2016 - Oct 2020

- Led UX/UI design for complex B2B and B2C travel platforms, improving search, booking, package customization, service interactions and responsive customer journeys.
- Ran collaborative working sessions with business stakeholders and developers, translating travel product requirements into workflow maps, journeys, wireframes, prototypes and production-ready interface designs.

- Developed SASS stylesheets for each product and theme, building reusable style partials and variables that supported consistent branding and faster theme delivery across client deployments.
- Applied rapid prototyping, usability feedback and iterative design methods to improve task completion, content clarity and conversion-focused travel workflows; collaborated through Miro and managed delivery in Azure DevOps.
- Conducted WCAG 2.1 accessibility reviews and advised teams on inclusive design practices across travel web and mobile experiences.

Gateway Technolabs Pvt Ltd - Senior UI Developer

Oct 2015 - Oct 2016

- Collaborated with cross-functional teams to design and develop mobile-first interfaces for web and application experiences.
- Created reusable UI components and supported design-to-development translation using HTML5, CSS3, SASS, JavaScript and jQuery.
- Shared WCAG accessibility practices with teams and supported more inclusive front-end implementation.

Earlier Experience - Web Designer / UX/UI Designer & Front-End Developer

Sep 2010 - Oct 2015

- Designed responsive web interfaces, wireframes, UI layouts, reusable design patterns and prototypes for client websites and digital products across freelance, Odysseus Solutions Pvt Ltd and Jagtap Infotech roles.
- Worked directly with clients and developers to gather requirements, present design options, incorporate feedback and deliver usable, accessible and mobile-first web experiences.

FREELANCE & CONTRACT WORK

TheWebGuys NZ - Freelance UX/UI Designer

Apr 2020 - Present | Remote

- Design and build direct response e-commerce and bespoke WordPress websites for small-to-medium businesses; create customer-centered experiences that motivate visitors to enquire or purchase.
- Translate business requirements into wireframes, prototypes and high-fidelity designs, then implement responsive front-end layouts and reusable components using HTML5, CSS/SASS and JavaScript within WordPress themes.
- Support ongoing content updates, UI enhancements and upkeep of live client websites; collaborate with developers on cross-browser validation and performance optimization.
- Manage project timelines, client relationships and competing priorities in a distributed, remote working model across time zones.

EDUCATION

Bachelor of Computer Applications (BCA) - Mahatma Gandhi Kashi Vidyapith, Varanasi, Uttar Pradesh, India | 2004

CERTIFICATION

HFI Certified Usability Analyst (CUA) - Human Factors International | 2025 | No Expiration