

Mohammad Raza Khawaja

+31-687-160-849 | www.razakhawaja.me | raza.khawaja@hotmail.com | linkedin.com/in/razakhawaja

SUMMARY

UX Designer with 4+ years of experience owning end-to-end design for complex enterprise and AI-powered products. Combines user research, product strategy, and technical fluency to design feasible solutions that drive adoption and measurable operational impact.

WORK EXPERIENCE

Smith & Associates Europe B.V. | UI/UX Designer | Amsterdam, Netherlands

July 2026 - Present

- International transfer from Houston office; continuing ownership of the internal sales intelligence platform.

N.F. Smith & Associates, L.P. | UI/UX Designer | Houston, Texas, USA

June 2023 - June 2026

- Led discovery and end-to-end product design** for a new internal sales intelligence platform enabling sales and procurement teams to proactively identify semiconductor market opportunities. Defined **problem framing** and **V1 scope** under data constraints, while **partnering with AI and engineering** to deliver AI-driven, actionable market insights.
- Owned UX strategy and design** for an industrial barcode scanner app, integrating with ERP systems, and supporting complex data/photo capture. Deployed to **3 global warehouses**, **reducing receiving time per order by ~30%**.
- Co-designed *Argus*, an AI-powered enterprise component inspection tool, adopted at **4 global warehouses**, cutting inspection time from **1 hour to 2-3 minutes**, expanding coverage from 2% to 100%.
- Drove the design and adoption of a shared **design system** across **8 internal applications**, increasing **component adoption from ~30% to ~90%** through UX audits, documentation, and migration to Figma variables.

Educative, Inc. | Software Engineer | Lahore, Pakistan

June 2020 - July 2021

- Led SEO, UX, and theming improvements** across public-facing product pages, including shipping dark mode from 0 to 1, and achieving **90%+ Google Lighthouse scores**.

EDUCATION

Purdue University

Master of Science - Computer Graphics (UX Design Specialization)

Aug 2021 - May 2023

West Lafayette, IN, USA

Lahore University of Management Science

Bachelor of Science - Computer Science

Aug 2016 - May 2020

Lahore, Pakistan

PROJECTS

Jabali.ai – AI Startup Website

Jan 2024 - Feb 2024

- Designed and developed** Jabali's marketing website end-to-end, from **Figma prototypes** through **Webflow CMS** implementation.
- Drove user sign-ups through the marketing site, leading to **1,000+ games created within the first year**.

Enhancing DoorDash food discovery

Jan 2023 - May 2023

- Identified discovery pain points through **user research and interviews**, then designed and tested social features for **DoorDash**, a food delivery platform, within its existing design system, achieving **90%+ task success** in usability testing.
- 2026 Indigo Design Award Winner** and **2025 UX Design Awards nominee**.

SKILLS

- Design:** Product Strategy, UX Research, Information Architecture, Journey Mapping, Interaction & UI Design, Prototyping, Design Systems & Tokens, Usability Testing, Heuristic Evaluation, A/B Testing, Accessibility (WCAG 2.2)
- Dev:** React, Angular, TypeScript, Node.js, HTML, CSS, GitHub Copilot, Claude Code, Cursor

- **Tools:** Figma, Git, Jira, Miro