

Sanaullah Khan

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SUMMARY

Results-driven **Project Manager** and **Senior UI/UX Designer** with **12+ years of experience** managing cross-functional teams and delivering high-impact digital solutions. Expertise in **project lifecycle management**, **agile methodologies**, and **user-centered design**. Proven track record in managing **end-to-end product delivery**, from concept and wireframes to deployment and performance optimization. Strong skills in **stakeholder communication**, **team leadership**, and **resource management**. Seeking a challenging role to drive digital innovation and lead projects in fast-paced environments.

Core Competencies:

Project Management • UI/UX Design • Agile/Scrum • Front-End Development • Stakeholder Management • Cross-Functional Team Leadership • User Research • Digital Campaigns • Wireframing & Prototyping • Interactive Design • Web Application Development • Performance Optimization.

EXPERIENCE

OCTOBER 2012 TO PRESENT

PROJECT MANAGER | SENIOR UI/UX DESIGNER | FRONT-END DEVELOPER

ABC DESIGNS, ANDHERI (W)

Led multiple high-profile, full-lifecycle digital campaigns and product development initiatives. Collaborated with product owners, developers, and clients to deliver **user-focused**, **agile-based** digital solutions aligned with **business goals** and **user experience best practices**.

KEY ACHIEVEMENTS & PROJECTS:

- ADITYA BIRLA CAMPAIGN**

Role: Project Manager / Front-End Developer

BOODHE HOKE KYA BANOGE CAMPAIGN - (Aditya Birla Sun Life Insurance)

Platform: Laravel/HTML/jQuery/Face Swap Ai

- Delivered an AI-based photo transformation campaign using **Laravel**, **Face Swap API**, **HTML**, **jQuery**.
- Defined product flow, managed development sprints, and improved user engagement metrics by 40%.

INTERACTIVE VIDEO CAMPAIGN - Digital Health Assessment (DHA)

Platform: Clever Tap, HTML, jQuery, CSS

- Led the **end-to-end delivery** of an **interactive video platform** for a health campaign, boosting **user engagement** through **autoplay** and **dynamic content**.
- Defined **project scope** and coordinated with **cross-functional teams** to successfully implement features like **"Face Scan"** and **"Commit to Health."**
- Managed **front-end development** using **HTML5**, **JavaScript**, and **jQuery**, ensuring **responsive design**, **smooth transitions**, and **device optimization**.

INTERACTIVE SPIN WHEEL CAMPAIGN

Platform: Clever Tap

- **Managed the Aditya Birla “Spin Wheel” ad campaign** for targeted mobile app users using the **Clever Tap platform**, driving user engagement through gamification and reward-based interactions.
- **Designed campaign logic** where members with a **score of 0 were disqualified**, and others progressed to the next event, ensuring a fair and **competitive experience**.
- **Distributed 5,000 voucher codes** with a **3% win rate**, and handled **end-to-end campaign setup, segmentation, tracking, and execution** on **Clever Tap**, overcoming complex targeting and delivery challenges.

INTERACTIVE QUIZ CAMPAIGN

Platform: Laravel/HTML/jQuery/

- **Managed the end-to-end flow** of an interactive **quiz game**, enabling users to **generate unique links** via the portal and share **name/email data** with the backend system.
- Designed gameplay mechanics with **15 timed MCQs (45 seconds each)** and integrated **three lifelines: 50/50, Hint, and Flip**, enhancing user engagement and replay value.
- Implemented a dynamic **scoring system** (max 400 points) and **game logic** to handle session flow, including **auto-end triggers** and a **manual replay mechanism** through portal interaction.

- **OIL INDIA AI SELFIE SAFETY AT HEART CAMPAIGN**

Role: Project Manager / Front-End Developer

- **Led the development** of an interactive **brand engagement campaign** for **OIL INDIA**, allowing users to visualize themselves in an **OIL INDIA uniform** through a personalized digital experience.
- Designed a seamless user flow where participants **submitted basic data and uploaded a photo**, which was processed using the **Face Swap API** to generate a customized avatar.
- Delivered a **fun and engaging user experience**, enhancing **brand visibility** and participation through creative use of **AI-driven personalization**.

- **ONLINE EVENTS | VIRTUAL EVENTS FROM HOME**

Role: Project Manager / UI/UX Designer / Front-End Developer

Clients: Axis Bank Family Day, Amazon Prime: Diwali Celebration, The Family Man S02, Cummins India & Us, Nasscom, Colors: Namak Issk Ka, DBS Bank, Esmart 2020, Iifl Securities, Live Ikf 2021 (International Kindness Festival), Nestle, Nutristrike Virtual, Tata Aai Video Conference, Viacom18, Voot, Zinnov

KEY RESPONSIBILITIES:

- **Led UI/UX design and front-end development** for high-impact **virtual events and campaigns**, managing projects from **concept to production** for clients across banking, entertainment, and healthcare sectors.
- **Collaborated cross-functionally** with **product managers, developers, and clients** to gather requirements, define **interaction models**, and deliver **user-friendly designs** aligned with client objectives.
- **Managed a team of 5 developers and engineers**, ensuring project goals were met through **regular sync-ups, client meetings**, and efficient **task delegation**.
- **Created wireframes, prototypes, and design documentation**, ensuring **UX/UI consistency** across platforms and optimizing user experience with **HTML, JavaScript, and Laravel** for high-quality, cross-browser-compatible solutions.

- **INDIAN GOLD APP**

Role: Project Manager / UI/UX Designer

- **Led end-to-end project management** for an **e-commerce platform** enabling real-time buying and selling of **gold and silver bars/coins**, integrating **live trading rates** and dynamic weight/volume calculations.
- **Coordinated cross-functional teams** of designers, developers, and QA engineers to ensure **on-time delivery** and **seamless integration** of real-time gold/silver price APIs, updated every second.
- **Defined project scope, user requirements, and milestones**, while conducting regular stand-ups, sprint planning, and stakeholder reviews to maintain alignment and **project transparency**.
- **Oversaw UX strategy and design validation**, translating customer feedback from **user research, surveys, and usability testing** into actionable product enhancements, boosting user satisfaction.
- **Monitored project KPIs**, ensured responsive and accessible designs across devices, and mitigated delivery risks through proactive issue tracking and agile adjustments.

MARCH 2012 – SEPTEMBER 2012

UI/UX DESIGNER

SPORTZ INTERACTIVE - ROYAL PALM - GOREGAON (E)

- **Designed intuitive and visually appealing user interfaces** for a **Football Match Score Dashboard**, focusing on **real-time updates, user engagement**, and **responsive design** across multiple platforms.
- Developed streamlined flows for **match score screens**, integrating **live updates**, match stats, and **non-intrusive ad layouts** optimized for various screen sizes.
- **Collaborated cross-functionally** with developers and backend teams to ensure seamless integration of front-end elements with backend systems, improving overall user experience.
- **Designed English and Arabic UI screens** for **Dubai Sports**, along with **website ad pop-ups** and creatives for the **2012 Olympics**, ensuring consistent and engaging design across platforms.
- Utilized **Sketching, Wireframing, Photoshop, Adobe XD, and Adobe Flash** to develop high-fidelity prototypes and UI elements.

Key Technologies & Skills –

- Sketching, Wireframing, Photoshop, Adobe XD, Adobe Flash
- Cross-functional Team Collaboration, UI/UX Design, Responsive Design, Real-time Data Integration
- Multi-language UI Design (English & Arabic), Ad Layout Optimization, Live Data Feeds

EDUCATION

 **CERTIFICATION – WEB & GRAPHIC DESIGN**

ARENA MULTIMEDIA, MUMBAI (2011 – 2012)

 **BACHELOR OF ARTS**

UP BOARD (2009 – 2012)

 **HSC – SCIENCE STREAM**

MUMBAI UNIVERSITY (2008 – 2009)

TECHNICAL SKILLS

PROJECT MANAGEMENT:

Agile / Scrum, Jira, Sprint Planning, Risk Management, Roadmap Creation, Team Collaboration, Stakeholder Communication.

UI/UX DESIGN:

Wireframing, Prototyping, Figma, Adobe XD, Zeplin, User Flows, User Research, Usability Testing, Accessibility, Design Systems.

FRONT-END DEVELOPMENT:

HTML5, CSS3, JavaScript, jQuery, Bootstrap, Materialize, SASS, Grid CSS, AMP, SVG Animation, WordPress, Shopify, Magento, Prestashop.

TOOLS & PLATFORMS:

Photoshop, Illustrator, CorelDraw, After Effects, Git, GitHub, VS Code, Notepad++, Sublime, CleverTap, Laravel, Angular (basic), React (basic), AWS (basic), Filmora.

PROFESSIONAL DEVELOPMENT & ADDITIONAL SKILLS

UI/UX DESIGN WORKSHOPS: Actively participated in multiple UI/UX design workshops, enhancing design skills and staying updated with industry best practices and emerging design trends.

MENTORSHIP: Provided mentorship to junior designers and developers, focusing on portfolio development, design best practices, and guiding them through the design process to help them grow professionally.

SHAYARI/POETRY WRITING: Expressed creativity through poetry and shayari, exploring themes such as love, life, and personal growth. Actively participated in local poetry readings and online forums, fostering creativity and cultural engagement.

STAND-UP SHOWS: Engaged in stand-up comedy performances, honing skills in public speaking, creativity, and the ability to connect with diverse audiences. Regularly performed at open mics and comedy events, enhancing confidence and communication abilities.

PERSONAL DETAILS

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|-----------------|---|------------------|
| Date Of Birth | : | 14 November 1989 |
| Gender | : | Male |
| Nationality | : | Indian |
| Languages Known | : | English, Hindi |

Declaration: I hereby certify the above information is true and accurate to the best of my knowledge.

(SANAULLAH N KHAN)