# SANAULLAH KHAN

Principal UX Designer | UX Architect | Service Design Strategist | AI-Enhanced Product Thinker

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## WHY SHOULD YOU HIRE ME?

Experienced and forward-thinking **UX Design Leader** with over **12 years** of success designing, optimizing, and scaling user experiences across **FinTech, Insurance, Wellness, E-commerce, and Enterprise SaaS**. Known for applying **Service Design, UX Architecture, and AI-enhanced design thinking** to deliver intuitive and impactful digital solutions.

Successfully led experience strategies for brands like **Aditya Birla, Oil India, HP Pay, Axis Bank, Citroën, and Cummins**. Skilled in aligning business goals with user-centered outcomes through **journey mapping, usability testing, accessibility (WCAG), and scalable design systems**.

## SKILLS

**Product Strategy & Ownership:**
Agile & Scrum · Product Roadmapping · End-to-End Product Strategy · Service Design · Cross-functional Collaboration · Stakeholder Management · KPI Alignment · Risk & Requirements Analysis · UX Audit · Sprint Planning · Jira · AI-Driven UX Integration

**UX Design & Research:**
UX Strategy · UX Architecture · Journey Mapping · Service Blueprinting · Design Thinking · Persona Development · User Research · Heuristic Evaluation · Empathy Mapping · A/B Testing · Usability Testing · Contextual Inquiry · Accessibility (WCAG 2.2) · Emotional Design · Behavior-Driven UX · Generative AI for UX · UX Writing

**UI & Visual Design:**
Wireframing · Prototyping · Figma Design Systems · Responsive UI Design · Atomic Design · Mobile-First Design · Visual Hierarchy · Branding Integration · Style Guides · Interaction Design · High-Fidelity Mockups · UI Component Libraries

**AI & Front-End (Support Role) :**
Generative AI in UX · ChatGPT Flows · HTML5 · CSS3 · Laravel Blade · Tailwind · Bootstrap · REST API (UX Alignment)

## PROFESSIONAL EXPERIENCE

### Principal UX Designer & Product Strategist
Front-End Developer **@ABC Designs**                                    2017 – March 2025

🎯 **Role**: UX Strategy | Service Design | Stakeholder Collaboration | Design Leadership

- Directed UX design strategy for enterprise web/mobile platforms across FinTech, Health, Insurance, and FMCG sectors.
- Collaborated directly with cross-functional teams (PMs, Engineers, Researchers) to shape experience vision aligned with KPIs.
- Performed journey mapping, service blueprinting, and heuristic audits to improve CX across high-traffic applications.
- Introduced atomic design systems and Figma component libraries, reducing design–dev handoff errors by **40%**.
- Spearheaded stakeholder workshops, sprint planning, and UX retros — aligning goals between design, product, and delivery.
- Championed accessibility (WCAG 2.2) and inclusive UX practices, ensuring compliance across all projects.
- Mentored and upskilled a team of 6+ designers & developers, building a culture of research-first, scalable design thinking.

# UI Designer → Senior UX/UI Designer                    2012 – 2017

🎯 **Role**: User-Centered Design | Interaction Design | Front-End Development | UX Research

During this 5-year growth phase, I evolved from executing UI mockups and wireframes to leading complete UX design cycles for web and mobile platforms. I contributed to key **client-facing** projects across **finance**, **wellness**, and **e-commerce** — conducting **user research**, defining **personas**, and **developing responsive**, mobile-first interfaces that aligned with business objectives. I built and maintained scalable UI kits and visual systems that accelerated consistency and delivery.

Due to frequent development bottlenecks and integration challenges, I proactively learned **HTML5, CSS3, Laravel Blade, and Git**, which enabled me to bridge the gap between design and front-end teams. This cross-functional fluency ensured smoother handoffs, better implementation accuracy, and improved collaboration across disciplines. My hybrid skillset became a valuable asset in delivering **pixel-perfect, user-validated designs** that translated seamlessly into production

## KEY PROJECTS & ACHIEVEMENTS

1. **Buddha Spa – AI-Integrated Wellness Platform:**
   🎯 **Role**: UX Strategy | Service Design | Generative AI UX | Interaction Design
   📝 **Case Study:** [Cick to View](#)
   Led the complete **UX Strategy**, combining **Service Design**, **User Research**, and **Persona Development** to build a mobile-first wellness experience from scratch. Created service blueprints, user flows, and wireframes integrating **Generative AI**, **LLM-based chatbot UX**, and a digital wallet module. The platform enabled faster service discovery, simplified booking, and personalized user journeys in a highly scalable system.

2. **FuelSathi – Rural Fuel Delivery Platform:**
   🎯 **Role**: Service Design | Accessibility UX | Information Architecture | Interaction Design
   Led the **UX Design**, **Service Blueprinting**, and **Information Architecture** for FuelSathi — a mobile diesel delivery service built for underserved rural regions with no nearby petrol stations. Designed a multilingual, low-tech-friendly experience enabling fuel orders via **missed call, SMS, and voice**. Conducted **User Research** and **Contextual Inquiry** to understand behavioral patterns, resulting in an inclusive and intuitive system tailored for rural users. Focused on **accessibility**, **trust-building UI**, and operational clarity — creating a scalable, real-world impact solution.

3. **Aditya Birla – "Boodhe Hoke Kya Banoge" Emotional Design Campaign:**
🎯 **Role**: Emotional UX | Interaction Design | Generative AI Integration
📝 **Case Study:** [Cick to View](#)
Designed an emotion-led UX experience using Photo Aging APIs and Laravel, enhanced with AI-based interaction design. **Executed heuristic evaluations and usability tests** to refine the interface — resulting in a 40% increase in engagement.

4. **Aditya Birla – Interactive Spin Wheel Campaign:**
🎯 **Role**: Gamified UX | Behavioral Design | Microinteraction Design
Constructed a **mobile-first gamification experience** with segmentation and **fair logic** to enhance **user interaction**. Resulted in a 3× increase in **reward redemptions** and **higher stickiness.**

5. **DHA – Health Awareness Video UX Campaign:**
🎯 **Role**: Real-Time UX | CleverTap Integration | Behavioral Triggers
Architected a **personalized video experience** using **Interaction Design**, **Behavior-Triggered UX**, and **AI-generated copy**. Integrated **CleverTap** for segmentation and live UX interventions, resulting in a **20% increase in average session time** and higher engagement in health content delivery.

6. **Interactive Quiz – Adaptive Learning Interface:**
🎯 **Role**: Gamified UX | Personalization | A/B Testing
Led the **UX Architecture** and **AI-driven content logic** for a mobile-first quiz system featuring timers, lifelines, and real-time feedback. Used **A/B Testing**, **Usability Testing**, and **Journey Mapping** to iterate based on data. Outcome: increased return visits and high quiz completion rates through emotionally engaging micro-interactions.

7. **Oil India – "Safety at Heart" AI Selfie Campaign**:
🎯 **Role**: Emotion-Driven UX | Generative AI | Visual Storytelling
Created a branded **AI-powered Face Swap interface** built on **Emotional UX principles**, **Explainability UX**, and **Scalable Design Systems**. Used transparent UX flows to build user trust and drive interactions — resulting in a **35% increase in completions** compared to previous campaigns.

8. **Virtual Events – Axis Bank, Amazon Prime, Viacom18:**
🎯 **Role**: Accessible UX | WCAG Compliance | Real-Time Interaction Design
Directed UX design for multi-brand, cross-platform event ecosystems. Ensured **WCAG-compliance**, **Mobile-First Responsiveness**, and **Scalable UI Architecture**. Integrated **Real-Time Interaction Design** and seamless video playback to boost satisfaction by **30%** across different audience segments.

9. **Indian Gold – Real-Time Trading Platform:**
🎯 **Role**: E-commerce UX | Interaction Design | Checkout Optimization
Served as **UX Designer & Researcher**, leading **User Flow Optimization**, **Information Architecture**, and front-end collaboration for a high-frequency trading platform. Integrated **REST APIs**, conducted **Task Analysis**, and applied iterative user feedback, reducing checkout drop-offs by **15%** and improving transactional UX.

## UX/UI Designer @Sportz Interactive Pvt. Ltd.          March 2012 to Sept 2012

Planned and executed **real-time, multilingual sports dashboards** with responsive layouts, leading to a **15% improvement in page load speed** and **20% growth in daily active users** during the 2012 Olympics. Created **high-fidelity UI** for Dubai Sports & Olympics, integrating **live data feeds** to enhance real-time score delivery.

## EDUCATION

🎓 **INTERACTION DESIGN FOUNDATION    -**  21st Century Design with Don Norman – Master Class (2025)
🎓 **WEB & GRAPHIC DESIGN      -**    Arena Multimedia, Mumbai – Full Time (2012)
🎓 **BACHELOR OF ARTS    -**    Up Board – Correspondence (2009 – 2012)
🎓 **HSC – SCIENCE STREAM    -**    Mumbai University - Full Time (2008 – 2009)

## CERTIFICATIONS

**Interaction Design Foundation -** View Profile

- User Experience: The Beginner's Guide
- Design Thinking: The Ultimate Guide
- AI for Designers

**Coursera -** View Profile

- How to Create a Jira SCRUM Project
- Work with Components in Figma
- Business Analysis & Process Management

**Google Cloud Skills Boost -** View Profile

- Introduction to Generative AI
- Introduction to Responsible AI

## LANGUAGE KNOWN

**Hindi -** Speak, Read & Write    |    **English -** Speak, Read & Write     |    **Marathi** - Conversational

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

(SANAULLAH N KHAN)