



I design meaningful and engaging experiences to help people interact with digital products.

Jahanzeb Khan

www.madebykhan.com

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Skills

UI/UX Design

Wireframing

Rapid Prototyping

Design Systems

Design Sprints

User Research

A/B Testing

User Journey Mapping

Usability Testing

Interaction Design

Tools

Figma

Sketch

Principle

Maze

InVision

Adobe Photoshop

Adobe Illustrator

Webflow

Hotjar

Jira

Confluence

Asana

Miro

Zeplin

Experience

Product Designer (Contract) at SuperFormula

July 2023 - Mar 2024 | Los Angeles, CA (Remote)

- Maintained and created components for MGM's Vega design system and documentation for engineers by adopting design tokens from zeroheight.

Product Designer (Contract) at Nuts.com

Sept 2022 - Jan 2023 | Jersey City, NJ (Remote)

- Redesigned the user experience to simplify the auto-delivery and subscription flow for customers, resulting in an 8% increase in customer retention since launch.
- I worked directly with product managers and stakeholders to create a B2B customer onboarding experience, resulting in 13% new customer acquisition in the first launch month.

Lead Product Designer at Global Edit

Sept 2021 - Sept 2022 | New York, NY (Hybrid)

- Redesigned the platform experience for creative asset management and cross-department collaboration resulting in a 34% increase in uploaded assets and a 7% increase in referrals.
- Created a scaleable Design System and worked with engineering to implement components into Storybook, reducing the release time of new features by 50%.

Product Designer (Contract) at House of Kaizen

Aug 2020 - Jul 2021 | New York, NY (Remote)

- Designed web and mobile subscription sign-up variations for A/B testing; clients included WSJ, Barron's, and AARP, which resulted in 8%-10% new sign-ups across multiple brands.

Product Designer (Contract) at Crane & Co

Sept 2019 - Feb 2020 | New York, NY (On-site)

- Redesigned Crane's e-commerce platform, which increased monthly online sales by 7%-8%.

Senior Product Designer (Contract) at Apple (Rekall)

Jun 2019 - Sept 2019 | New York, NY (On-site)

- Led the design of the iOS mobile app for the American Dream Mall in partnership with Apple, with over 80k+ downloads a month after launch.

Product Designer (Contract) at Meta

Mar 2019 - Jun 2019 | San Francisco, CA (Remote)

- Worked alongside Facebook's Product team to create a new video experience called "Watch Party" which included hosting events, a second screen show experience, and community conversations for live events.



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Industries

SaaS
Fintech
E-Commerce
Agency
Social Media
Streaming Video
Fashion
Insurance
IoT
Artificial Intelligence (AI)

Freelance Clients

Axis Denim
Bank Of The West
Bizly
Fox Sports (NFL)
Great American Insurance
NBA
NFL
Owlet

Experience Continued

VP, Sr. User Experience Architect at Citi

Feb 2018 - Mar 2019 | New York, NY (On-site)

- Designed Citi's "Financial Health and Wellness" initiative campaign with Apple. The campaign allowed new customers to earn a free Apple Watch by making better daily health and financial decisions. The campaign finished with a 14% increase in new checking accounts.

Design Director at Brickwork Software

Oct 2016 - Jan 2018 | New York, NY (On-site)

- We repositioned the product to a self-service model in partnership with development, customer success, and engineering teams. This reduced customer onboarding from 4-6 months to 2-3 months.

Creative Director at Boxbee (Google Ventures Company)

Aug 2015 - Oct 2016 | New York, NY (On-site)

- We created Boxbee's stealth product by conducting industry research, potential customer interviews, and testing the initial prototypes based on findings with users.
- First design hire, I built out a team of 4, including one senior and three junior designers. I led and mentored the group, which had leading design sprints, and one-on-ones, alongside managing day-to-day design expectations and deliverables.
- Worked closely with CEO and Co-founders to design pitch decks for raising funds, which resulted in a series A and eventually acquired by Casper.

Design Director at Betaworks

Jun 2014 - Aug 2015 | New York, NY (On-site)

- Researched and designed an investment platform in partnership with stakeholders and legal, allowing accredited investors to discover tech investment opportunities and enabling start-ups to raise funds outside of VCs.
- Worked closely with customer success and product manager to design awareness campaigns when a start-up was ready to raise a round on our platform, which resulted in 1.2 million in equity transactions.
- Our product was featured on the popular "Start-up" podcast by Gimlet Media.

Senior Designer at HD Made

Jan 2013 - Jun 2014 | New York, NY (On-site)

- Led the creative direction for clients such as Fox Sports, Breast Cancer Foundation, Robin Hood Foundation, Ideas42, and Coalition For the Homeless.

Design Director at WGSN

Feb 2008 - Jan 2013 | New York, NY (On-site)

- Led the redesign of the WGSN fashion forecasting platform and INstock to increase accessibility in partnership with the UK design team and engineering teams, which resulted in an 8% increase in new subscribers and a 23% increase in client retention.

Education

Pratt Institute	Masters in Design Management	2011 - 2013
NYIT	BFA in Graphic Design	2000 - 2004