



Senior Product Designer focused on enterprise UX, design systems, and AI workflows

Jahanzeb Khan

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Skills

UI/UX Design

Design Systems

Design Sprints

User Research

A/B Testing

User Journey Mapping

Interaction Design

Rapid Prototyping

Tools

Figma

Framer

Principle

Webflow

Maze

Hotjar

Jira

Confluence

Asana

Adobe Photoshop

Ai Stack

OpenAI

Gemini

Claude

Lovable

Experience

Founder & Principal Product Designer at Wonderland Digital

Jan 2025 - Present | New York, NY (Remote)

- Established a product design consultancy focused on enterprise and government digital services.
- Led discovery and solution strategy for government and regulated-industry platforms, including procurement and workflow systems.
- Directed cross-functional design initiatives spanning UX architecture, design systems, and delivery planning.
- Use AI tools (OpenAI, Gemini, Claude) to speed up UX work from research to rapid prototyping and testing.

Product Designer (Contract) at Anheuser-Busch

May 2024 - Dec 2024 | New York, NY (Remote)

- Designed the Freight Factor product, a logistics application that allows users to manage carrier contracts, pricing, and delivery locations.
- UX focus on AI powered "Smart Contracts," which automate searching for the best price, delivery location, and distance and send the shipping contracts to a carrier that matches all criteria.

Product Designer (Contract) at SuperFormula

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

- Expanded MGM's design system to 120+ tokenized components, increasing engineer adoption from 45% to 92%.
- Built Figma-to-Storybook handoff pipeline and QA checklist, reducing design-dev defects by 40%.

Product Designer (Contract) at Nuts.com

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

- Redesigned the user experience for the auto-delivery/subscription experience for B2C and B2B customers, resulting in an 8% increase in customer retention over 3 months.

Lead Product Designer at Global Edit

Sep 2020 - Aug 2022 | New York, NY (Hybrid)

- Improved the UX/UI experience for the photo and video asset management platform, improving client retention by 15% over 12 months.
- Created and maintained Design System and worked with engineering to implement components into Storybook, reducing the release time of new features by 50%.

Product Designer (Contract) at Crane & Co

Dec 2019 - Sep 2020 | New York, NY (On-site)

- Redesigned Crane's e-commerce platform, which increased monthly online sales by 8%-12%.
- Reduced cart abandonment by 17% through UX simplification and clearer CTA hierarchy.



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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

Senior Product Designer (Contract) at Apple (Rekall)

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

- Led the research and design of the iOS mobile app for the American Dream Mall in partnership with the Apple EDL team.
- Built Swift-ready prototypes and ran in-mall usability testing to validate journey flows.

Product Designer (Contract) at Meta

Feb 2019 - Apr 2019 | San Francisco, CA (Remote)

- Created a new video experience called "Watch Party," which included hosting shared video events, a second-screen experience, and interactive live events.

VP, Sr. User Experience Architect at Citi

Jan 2018 - Feb 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 24% increase in new checking accounts.

Design Director at Brickwork Software

Sep 2015 - Dec 2017 | New York, NY (On-site)

- Designed a "white label" B2B Store locator SaSS product, repositioning the platform to a self-service model and reducing onboarding from 4-6 months to 1-2 months. Clients included Nike, J.crew, Kate Spade, Chanel, and Louis Vuitton.

Design Director at Betaworks

Jun 2013 - Aug 2015 | New York, NY (On-site)

- Designed an investment platform for early-stage start-ups, which conducted over \$20 million in transactions over 12 months and raised 38 successful rounds.
- Featured on Gimlet Media's popular "Start-up" podcast.

Senior Designer at HD Made

Feb 2011 - May 2013 | 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.
- Boosted donation completion by 12% for Breast Cancer Foundation via optimized user flow.

Design Director at WGSN

Feb 2005 - Jan 2010 | 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 & Certificates

NYIT

BFA in Graphic Design

Pratt Institute

Masters in Design Management

Google

Google UX Design Professional Certificate