

# Shahrukh Khan

Senior Product Designer for B2C and B2B | Düsseldorf, Germany

## PUBLIC SPEAKING

### The Human Touch in AI-Powered Travel

Organized and spoke at UX Meetup at trivago

[Presentation link](#)

### How AI is Unlocking New Possibilities in Hotel Search

Spoke at ProductTank Düsseldorf

[Youtube video](#)

### How collaboration works in trivago: Product designer perspective

Spoke at Digital Career Institute Düsseldorf

[Presentation link](#)

## WORK EXPERIENCE

### Senior Product Designer at trivago N.V.

Jun 2020 — Current date (Germany)



- Focused on B2C product (Apps and website) and B2B product
- Organized trivago's first UX meetup and spoke on AI-driven design.
- Led AI-powered UX initiatives using Google's LLM models to solve user problems.
- Ran weekly user research to drive continuous discovery and improvements.
- Designed for web, mobile, and apps while mentoring designers.
- Facilitated OKR workshops and design syncs to boost collaboration.

### Senior UX Designer at Myntra and Jabong

Aug 2016 — Mar 2020 (India)



- Redesigned apparel filters, increasing engagement by 7% and revenue by 2%.
- Improved checkout flow for smoother payments and reviews.
- Revamped landing page to boost retention and attract new users.
- Led growth hack projects, driving revenue and product engagement.

### UX Designer at Collegedunia

Nov 2015 — Jul 2016 (India)



- Sole designer handling product design, marketing, and website redesign.
- Researched student pain points and aligned design with business goals.

### UI Designer at Clicklabs

Feb 2015 — Oct 2015 (India)



- Built foundational design elements for app and website, ensuring consistency.
- Learned design guidelines, hand-off processes, and grew under expert mentorship.

## Portfolio

[iamshahrukh.in](http://iamshahrukh.in)

## Contact

[shahrukh7000@gmail.com](mailto:shahrukh7000@gmail.com)

## Socials

[LinkedIn](#)

[Instagram](#)

## Industry knowledge

Product design

Leadership

Design mentorship

Strategy

Collaboration

Planning

Research

Visual design

Design system

Design sprints

Responsive design

AI & Machine learning

OKR methodology

## Tools

Figma

Sketch

UserTesting

Userzoom

Hotjar

Principle

Adobe Xd

Adobe Photoshop

Adobe Lightroom

InVision

Zeplin

## Education

Masters in Computer

Application (MCA)

Android development  
trainee