

Shahrukh Khan

Senior Product Designer for B2C and B2B | Düsseldorf, Germany

WAY OF WORKING

Design → Development workflow with Figma, Cursor and Github

Bridging the gap between design and code using tools like Cursor and GitHub. I am designing ideas into functional outputs, prototype with real logic, and collaborate more effectively with engineers to speed up delivery and reduce handoff friction.

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.
- 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.
- 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.

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](#)

Portfolio

iamshahrukh.in

Password: 561

Contact

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

Figma Make

Cursor

Claude/ Code

ChatGPT

Github

Sketch

Userzoom

Hotjar

Microsoft Clarity

Education

Master in Computer Applications (MCA)

Bachelor in Computer Applications (BCA)

Android development