

Shahrukh Khan

User Experience Designer | Düsseldorf, Germany

I'm a user experience designer with **6+ years** of experience. I believe connecting business goals with user needs will make toughest design challenges look simple. I bring collective experience in Desktop, Web & Mobile. Understand challenges & benefits in each media.

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June 2020 - Current date

Product Designer @trivago

Responsible for consumer side App. Main highlights of my work:

- Participating/ Moderating product discovery interviews and workshops (research study) to find opportunities to improve the product and discover jobs to solve for the users.
- Moderated usability tests to improve the designs
- Solving problem for price issues on search page by showing transparent and value for money prices.
- Helping users to be able to compare the accommodation on trivago (Initial flow only)
- Organized sessions like Design critique, Ad-hoc call to gather feedbacks from team (Devs, PM and QA) and other stakeholders (Designers, Domain lead and CXOs).
- Design ambassador from Apps side to get implement the design system changes.



August 2016 - March 2020

Senior UX Designer @Myntra and @Jabong

Responsible for consumer side App and Website. Main highlights of my work:

- Rethink of filters for apparel types - Improved engagement by 7% and revenue by 2%
- Checkout flow improvement (Make easier to do payments and review)
- Landing page redesign to improve the retention and motivate new users with content
- Incremental growth hack projects to help business revenue and product engagement



November 2015 - July 2016

Senior UX Designer @Collegedunia

In this role, I used to coordinate with our CEO & CTO to understand the design requirements and target audience in order to kick off the initial wireframes.



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EXPERIENCE

February 2015 - October 2015

UI Designer @Clicklabs



I worked with Project managers to understand the design requirements and coordinated with other teams until the project was rolled out.

October 2012 - December 2014

Freelance UI & Graphic Designer @itoall



I was one of the core members of this startup initiated in College where I used to work as a Volunteer basis on graphics and UI for itoall website.

LEARNING

Higher Education - 2013 Batch

Masters in Computer Applications (MCA)

Lovely Professional University, Punjab, India

Certification - April 2020

Digital Psychology & Behavioral Design

CXL Institute, Austin, Texas, USA (Online)

Certification - July 2015

Android Development

Infowiz Solutions, Chandigarh, India

Workshops

PWA Workshop by Google

iPhone X Compatibility and AR-Kit Workshop by Apple

SKILLS

Designing Skills & Tools



User-centered design, rapid prototyping & experimentation, lean start process, customer journey, task analysis, aesthetics, conducting usability testing, workflows, sitemaps, flow diagrams, logo design, multi-platform interfaces, conversion metrics analysis, native apps design guidelines, wireframes, visual design e.t.c.