ABOUT

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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EXPERIENCE

June 2020 - Current date

Product Designer @trivago

Responsible for consumer side App. Main highlights of my work:
- Participating/ Moderating product discovery interviews and workshops (OKRs planning and research study) to find opportunies to improve the product and discover user needs
- Moderated usability tests, workshops 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.

Continue

February 2015 - October 2015

UI Designer @Clicklabs

clicklabs

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

Higher education and certification

Masters in Computer Applications (MCA)

Certificate in Digital Psychology & Behavioral Design

Basics in Android Development

Design talks and workshops

Moderate design talk at DCI institute on collaboration within product

Moderate OKR workshop in trivago (Within our team)

Participation in iPhone X Compatibility and AR-Kit Workshop by Apple

Participation in PWA Workshop by Google

Designing Skills & Tools

User-centered design, rapid prototyping & experimentation, lean start process, customer journey, task analysis, aesthetics, conducting usabiity testing, workflows, sitemaps, flow diagrams, logo design, multi-platform interfaces, conversion metrics analysis, native apps design guidelines, wireframes, visual design, OKR planning, strategy planning, collaboration, continous discovery habits, moderating usability test, moderating user interviews e.t.c.