

Shahrukh Khan

Senior Product Designer (Product x UX x Code)

I focus on solving real user problems and shipping fast by working closely with engineers and prototyping with real logic using tools like Cursor and GitHub. Recently, I've been exploring AI-driven product experiences to improve decision-making and user outcomes.

DESIGN X CODE WORKFLOW

Design → Development workflow with Figma, Cursor and Github

- Prototype product ideas with real logic using Cursor and GitHub
- Explore AI-assisted workflows to speed up iteration
- Reduce handoff by collaborating directly with engineers

WORK EXPERIENCE (10+ YEARS)

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.
- Ran weekly user research to drive continuous discovery and improvements. Facilitated OKR workshops based on the opportunities.
- Reduced design-to-development gaps by prototyping ideas with real logic and aligning early with engineers

Senior UX Designer at Myntra and Jabong

Aug 2016 — Mar 2020 (India)

- Rethink 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 trivago

Spoke at ProductTank Düsseldorf

[Youtube video](#)

Based in
Düsseldorf, Germany

Portfolio

iamshahrukh.in

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Contact

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Product & Strategy

Product Design, UX Strategy, OKRs, Discovery, Experimentation, Design mentorship, Collaboration, Research, Visual design, Vibe-coding, Design system, OKR methodology

Tools

Figma
Figma Make
Cursor
Claude/ Code
ChatGPT
Github
Sketch
Userzoom
Hotjar
Microsoft Clarity
Synthetic User

Education

Master in Computer Applications (MCA)

Bachelor in Computer Applications (BCA)

Android development