

Md Afjal Khan

Product Designer

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EXECUTIVE SUMMARY

Strategic Product Designer and Founder with extensive experience architecting AI-driven SaaS solutions from 0 to 1. Specialized in transforming complex business logic into high-conversion user experiences for B2B and B2C platforms. Expert in Agentic AI integration, scalable design systems, and full-stack UX/UI methodologies. Proven track record of driving user retention and operational efficiency in the UAE and Indian tech ecosystems.

PROFESSIONAL EXPERIENCE

DANWAY EME — (Dubai, UAE), — Product Designer

June 2025 – Present

- **The Mission:** Digitizing legacy workforce management for a multi-million dollar industrial firm.
- **The Win:** Engineered a proprietary automated dashboard prototype to transition the firm from manual paper-based tracking to a proprietary automated dashboard, reducing administrative man-hours by 35%.
- **The Action:** Conducted ethnographic user research with 3000+ field employees to design a high-contrast, mobile-first UI capable of operating in high-pressure industrial environments.
- **The Result:** Delivered a real-time analytics suite for project managers, providing instant visibility into manpower allocation and labor cost-coding.

RASOI PAY (Restaurant Tech SaaS), (Remote, India) — UX/UI Engineer

April 2025 – Present

- **The Mission:** Disrupting the F&B market with an QR-ordering ecosystem.
- **The Win:** Scaled a production-ready SaaS platform (rasoipay.com) from concept to a live environment. Automate personalized menu recommendations, boosting average order value (AOV) by 22%.
- **The Action:** Owned the entire product lifecycle: UX research, Figma prototyping, and full-stack deployment using Next.js/Firebase.
- **The Metrics:** Optimized technical architecture to achieve <50ms menu load times, securing 5+ pilot partnerships with regional stakeholders.

WEBZSPOT TECHNOLOGIES, (Remote, India) — Senior UX/UI Designer

May 2023 – Feb 2024

- **The Win:** Led the end-to-end redesign of the agency's corporate identity and client portals, driving a 50% increase in lead generation.
- **The Action:** Established a modular Figma design system that decreased front-end development time by 30% for all subsequent client projects.
- **The Strategy:** Collaborated with cross-functional teams to deliver pixel-perfect, WCAG-compliant responsive prototypes for 12+ international clients.

INDEPENDENT CREATIVE STRATEGIST, (Global/Remote) — Digital Growth & Content Lead

Jan 2021 – May 2023

- **The Achievement:** Engineered a digital brand strategy that generated over 400,000 organic engagements across YouTube and streaming platforms.
- **The Action:** Utilized audience retention analytics and A/B testing on content thumbnails to maximize user engagement and conversion.

SKILLS

Skills & Expertise

Heuristic analysis
User interviews
Usability testing
User persona generation
User workshop facilitation
Product strategy
Wire-framing & mock-ups
Advanced prototyping
Design system
Motion Design
Visual Design
Professional photography
Filmmaking / Film editing

Toolstack

Figma
Premiere Pro
Photoshop
Sketch
Framer
[next.js](https://next.js.org)
Agentic AI
Firebase
React
Antigravity
Cursur AI
Stitch

EDUCATION & CERTIFICATIONS

[Coursera.org](https://www.coursera.org) — Google UX Design Professional Certificate

Issued 2025

Radha Krishna Academy, (Uttar Pradesh, India) — High School

January 2019 – January 2021

Electronics & Systems Engineering (Partial) —

Govt. Polytechnic Ghaziabad

Advanced Digital Product

Design —

(Self-Directed/Specialized)

LANGUAGES

English (Fluent), Hindi (Native)