

# FARAZ KHAN

Senior UX Lead | Bridging Design, Data & Development for Impactful User Experiences



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## SUMMARY

Hey there! I'm a UX Lead with 12+ years of hands-on design experience across India's buzzing tech hubs—Pune, Nagpur, and Bengaluru. Whether it's building enterprise dashboards or crafting sleek, story-driven visuals, I've always aimed to blend creative flair with smart functionality. I've had the chance to work with both startups and global giants, leading UX/UI projects that put users first while staying aligned with business goals. I'm well-versed in Figma, Adobe XD, Illustrator, and love working closely with cross-functional teams using Agile, JIRA, and Confluence. Always up for a new challenge, I'm now looking to bring my passion for human-centered design to exciting opportunities in the Middle East or back here in India—mentoring teams, shaping strategy, and pushing the boundaries of digital experience.

## CORE COMPETENCIES

User Experience Strategy & Leadership

Design Thinking & Human-Centered Innovation

User Research & Behavioral Insights

Advanced UI/UX & Visual Design

Data-Driven Dashboard Design

Cross-Platform Product Design

Agile Collaboration & Design-Ops

Global & Multicultural UX Expertise

Continuous Improvement & UX Optimization

## EXPERIENCE

02/2023 - Present

Pune, India

Sr. User Experience Lead

**Persistent Systems**

- **Crafted User-Centric Interfaces:** Delivered intuitive, accessible, and aesthetically refined interfaces with a focus on seamless navigation, resulting in enhanced user engagement across digital platforms.
- **High-Fidelity Prototyping & Visual Design:** Transformed concepts into interactive high-fidelity prototypes using Figma, Adobe XD, and Illustrator, ensuring design intent was communicated to stakeholders and development teams.
- **Wireframing & User Flow Architecture** Led early-stage UX processes by creating wireframes and user flows that distilled complex business requirements into simple, functional, and delightful experiences.
- **Cross-Functional Collaboration & Alignment:** Worked closely with product owners, developers, and business analysts to translate strategic objectives into actionable design outcomes, maintaining alignment throughout iterative cycles.
- **Agile UX Execution:** Embedded UX workflows within Agile environments, utilizing JIRA and Confluence for sprint planning, task tracking, and cross-team visibility, ensuring timely and quality deliveries.
- **Platform-Agnostic Design Solutions:** Delivered scalable and consistent design systems adaptable across web, mobile, and enterprise environments, maintaining visual harmony and functional precision.

12/2017 - 12/2022

Nagpur, India

Senior Data Visualization & UX/UI Designer

**Infocepts Data & AI**

- **Designed Insightful Data Dashboards:** Developed dynamic and actionable data visualizations that empowered clients to make informed, data-driven decisions across diverse business functions.
- **Strategic UX Problem Solving:** Applied critical thinking and design strategy to dissect complex challenges, evaluate potential design paths, and implement high-impact user-centric solutions.
- **Cross-Functional Design Collaboration:** Partnered closely with product managers, stakeholders, and UX teams to translate business goals into refined, intuitive interface designs tailored for real-world user needs.
- **Usability Audits & Experience Optimization:** Conducted in-depth evaluations of existing user interfaces to uncover pain points and proposed targeted enhancements to elevate usability and engagement.
- **Interactive Visual Storytelling:** Created visually compelling dashboards and interactive elements that not only displayed data but also supported strategic storytelling and enhanced user understanding.

01/2017 - 12/2017

Bengaluru, India

Senior UI/UX Designer

**MobiSir Technologies Pvt. Ltd**

- **Designed engaging digital ecosystems** across websites, mobile apps, and social platforms, championing user-centered design principles to deliver intuitive and visually compelling experiences.
- **Transformed business goals into high-fidelity, user-first interfaces**, collaborating closely with product managers and UX stakeholders to align design outcomes with strategic vision.
- **Developed comprehensive UX architecture**, including site maps, user flows, wireframes, and interactive mockups — integrating continuous user feedback and stakeholder input to refine experiences.
- **Applied advanced UX methodologies** such as heuristic evaluation, persona development, and usability testing to enhance interface usability and improve task flows across platforms.

04/2016 - 12/2016

Bengaluru, India

Senior Visualizer

**Circuit 9 Communications Pvt**

- **Crafted compelling multi-platform visual assets** including brochures, brand identities, digital banners, and print advertisements, ensuring consistency and impact across campaigns.
- **Transformed business needs into visually powerful communication** by applying design thinking and critical analysis to solve branding and promotional challenges.
- **Produced high-quality digital and print-ready creatives** tailored for diverse audiences, elevating local advertising through targeted, eye-catching displays and campaigns.
- **Collaborated cross-functionally with technical and marketing teams** to translate concepts into production-ready assets that strengthened brand presence across digital and traditional media.

## EXPERIENCE

02/2015 - 03/2016

Bengaluru, India

Senior UX – UI Designer

### Jack of All Threads

- **Pioneered UX Enhancements** by conducting in-depth usability research and delivering innovative, user-focused design solutions that significantly elevated website performance and engagement.
- **Drove Digital Growth** through data-backed strategies aimed at increasing web traffic, improving user retention, and enhancing overall brand presence across digital touchpoints.
- **Crafted Impactful Visuals** aligned with brand identity and marketing goals, ensuring every design element supported both merchant objectives and user expectations.
- **Streamlined Operations & Marketing** by managing financial workflows, inventory systems, and social media campaigns—while bridging the gap between design thinking and business execution in collaboration with cross-functional teams.

01/2013 - 12/2014

Bhopal, India

Graphic Designer

### Jainawin Retails. Pvt. Ltd

- **Brand Identity Development:** Spearheaded the creation of cohesive visual identities—including logos, brand guides, and templates—ensuring a unified and recognizable brand presence across all media platforms.
- **Marketing Design Execution:** Designed high-impact digital and print collateral such as brochures, banners, and social media creatives, translating marketing strategies into compelling visual narratives.
- **Cross-Functional Collaboration:** Partnered with marketing and product teams to align design outputs with campaign objectives, driving engagement and enhancing communication across target channels.
- **End-to-End Project Management:** Owned the full design lifecycle—from concept ideation to final production—delivering polished creative assets on time while upholding brand standards and business goals.

11/2011 - 12/2012

Bhopal, India

Graphic Designer

### Prime Advertising Pvt. Ltd

- **Conceptualized and executed high-impact print and digital advertising campaigns** tailored for local newspapers and businesses, enhancing brand visibility through compelling visual storytelling and strategic placement.
- **Translated client briefs into diverse, production-ready visual assets** — including brochures, banners, signs, and digital displays — by combining design precision with deep knowledge of print and online media formats, ensuring timely delivery and brand alignment.

## ACHIEVEMENTS & RECOGNITION

- **Bravo Individual Award — Persistent:** Recognised for building trust and delivering impact — ensuring client decisions are driven by facts, not feelings.
- **Humanity Mindset Winner — Persistent:** Recognised for embodying the Humanity value — putting people first through empathetic, ethical, and inclusive design that leads to the best outcomes for clients, business, and society.

## CERTIFICATIONS

- **Advanced Certificate Programme in UI-UX Design with Agentic AI & Gen-AI (Pursuing):** IIT Madras | Integrating HCI-UX design principles with Agentic AI and Generative AI.
- **AI for Designers (Completed):** IxDF – Interaction Design Foundation | Applying AI tools and concepts within UX design practice.
- **Journey Mapping (Completed):** IxDF – Interaction Design Foundation | Visualizing user experiences to identify pain points and opportunities.

## TOOLS

Figma Adobe XD Illustrator Photoshop InDesign JIRA Confluence HTML CSS

## SKILLS

UX UI Wireframing Prototyping Research Usability Typography Visuals Branding Accessibility Heuristics Scrum

Interaction Information Navigation Agile Storytelling Personas Journeys Empathy Testing Communication Ideation

Dashboards Handoff Metrics Data Viz Efficiency Documentation Workshops Leadership Planning Mentoring

Analytics Reporting Creativity Adaptability Problem-solving Collaboration Organization Innovation Critical-thinking

Time-management

## EDUCATION

08/2008 - 09/2011

Pune, India

B.Sc. Multimedia  
Vishwakarma Creative-i College,

04/2007 - 03/2008

Bhopal, India

HSC  
Bonnie Foi Co-Ed School

04/2004 - 03/2005

Bhopal, India

SSC  
All Saints School