

FIROZ KHAN

Senior UX & Product Design Consultant · Enterprise B2B SaaS · AI Workflow Integration · Microsoft 365

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PROFESSIONAL SUMMARY

Senior UX & Product Design Consultant with 16+ years of expertise in enterprise **B2B SaaS platforms**, **AI workflow integration**, and **scalable design systems**. Demonstrated success architecting complex information structures, leading cross-functional Agile teams, and translating deep **UX research** into high-impact, **AI-driven digital experiences**. Consistently recognized for aligning **user-centric design strategies** with organizational growth objectives and business outcomes. Having delivered enterprise UX across Denmark, Germany, Dubai, and India — bringing cross-cultural perspective and international delivery experience to every engagement.

KEY PROJECTS

Cryptocurrency Ecosystem (NDA)

As Sole UX & Product Designer, owned the complete design vision across the interconnected product surfaces — **Web App, Mobile App, POS Terminal, ATM Kiosk, Entertainment Box**, and Inhouse branding materials. **Built a scalable, unified design system that reduced new-user onboarding friction across web and mobile**, and engineered a POS experience so intuitive that merchants drew direct comparisons to standard card terminals — **delivered in direct collaboration with board-level stakeholders**.

MyDesk — B2B Workplace Management SaaS

Owned full-cycle UX & UI design for an enterprise workplace management platform — resolving a deeply fragmented information architecture and introducing a role-aware adaptive dashboard for office employees, HR, and administrators. Delivered cohesive design across eleven modules: **Desk Booking, Meeting Room Booking, Visitor Registration, Planner, Catering & Canteen, Parking Booking, Workplace Analytics, Digital Visitor Cards, Meeting Room Screens, Visitor Registration Screens, and Sensors & IoT** — driving measurable gains in task efficiency, support reduction, and feature adoption.

DUBAL (Dubai Aluminium) — Enterprise Intranet Portal

Embedded onsite in Dubai as Lead UI Designer for one of the world's largest aluminium producers — **architecting role-based information structures, department portal, and real-time production monitoring dashboards for a complex industrial environment**. Unified fragmented operational data into clear, actionable interfaces that enhanced cross-departmental transparency and streamlined navigation across a large-scale, multi-role workforce.

SKILLS

- **UX & Product Design** — UX Strategy · End-to-End Product Design · Wireframing · High-Fidelity Prototyping · Interaction Design · Design Thinking · Responsive Design · Accessibility (WCAG)
- **Research & Testing** — User Research · Usability Testing · Heuristic Evaluation · UX Audits · Journey Mapping · A/B Testing · Competitive Analysis
- **AI & Emerging Tech** — AI Workflow Integration · Copilot Interface Design · Prompt UX · Generative AI · Human-AI Collaboration · Microsoft Copilot · LLM-Driven UX
- **Design Systems & IA** — Scalable Design Systems · Component Libraries · UI Tokens · Complex Navigation · Taxonomy · Content Hierarchy · Data Visualisation · Fintech UX
- **Enterprise Platforms** — Microsoft 365 · SharePoint · Enterprise SaaS · B2B Workflow Tools · Service Design
- **Delivery & Leadership** — Agile · Scrum · Cross-Functional Leadership · Stakeholder Management · Product Roadmap Alignment
- **Design Tools** — Figma · Adobe XD · Sketch · FigJam · Miro · Illustrator · Photoshop
- **Productivity & Dev Tools** — Jira · Azure DevOps · Power BI · Microsoft Teams · ChatGPT · Claude

PROFESSIONAL EXPERIENCE

Senior UX & Product Design Consultant — **MyDesk (Copenhagen, Denmark)** Oct. 2022 – Present

- Led end-to-end redesign of a multi-role workplace management platform — spanning UX research, information architecture, and high-fidelity UI — reducing task completion time by 30% and improving user retention.
- Architected a scalable design system and role-aware adaptive dashboards for employees, HR, and admins — cutting support queries, onboarding time, and accelerating design-to-development handoff.
- Partnered with product managers and engineering leads across agile sprints, maintaining delivery quality from concept to production — reporting UX strategy and outcomes directly to board-level leadership.

Lead UX & Product Design Consultant — **Cryptocurrency (Frankfurt, Germany)** Mar. 2021 – Sep. 2022

- Sole UX & Product Designer across a full cryptocurrency ecosystem — delivering end-to-end UX & UI across Web App, Mobile App, POS Terminal, ATM Kiosk, Entertainment Box, and Brand Identity under a single unified design system built from scratch.
- Designed tailored, user-centred experiences for each product surface — ensuring interaction integrity, usability, and contextual relevance across every platform and hardware context.
- Collaborated directly with board-level stakeholders on product strategy and UX direction — achieving full sign-off at every milestone with minimal revision cycles.

UX & Product Design Consultant — **Blue Dock (Copenhagen, Denmark)** Jan. 2015 – Feb. 2021

- Led UX & UI design across multiple enterprise clients throughout Europe — delivering end-to-end solutions spanning Microsoft 365, SharePoint, workflow automation, and digital workplace transformation across diverse industries, translating complex business processes into structured, user-centred digital experiences.
- Delivered role-based dashboards, department portals, and Copilot-ready SharePoint architectures — improving collaboration, reducing manual processes, and driving adoption across large-scale organisations.
- Partnered closely with development teams throughout delivery — reviewing builds, resolving UI inconsistencies, and ensuring pixel-accurate design implementation through to final production.

UI & UX Designer — **Advaiya Solutions Pvt. Ltd. (Udaipur, India)** Aug. 2011 – Dec. 2014

- Designed wireframes, prototypes, and high-fidelity UI for enterprise web and SharePoint transformation projects — collaborating with developers and stakeholders across multiple client engagements.

Senior Web & UI Designer — **Unico Management Solutions (Udaipur, India)** Jul 2009 – Jul 2011

- Led UI design across corporate web projects, managing full design lifecycle and mentoring junior designers to maintain visual quality standards.

Web Designer — **IFW Techno Creations (Udaipur, India)** Nov 2007 – May 2009

- Designed and developed websites for SME clients — translating requirements into functional, user-friendly digital experiences

RECOGNITION

Employee of the Quarter (EOQ)

Awarded Employee of the Quarter (EOQ) twice at Advaiya Solutions — recognised for high-quality product design and consistent on-time delivery across enterprise web and SharePoint engagements.

LANGUAGE

English — Professional
Hindi — Native
Urdu — Professional
Arabic — Limited Working

EDUCATION

Bachelor of Arts,
Mohanlal Sukhadia
University (Udaipur,
India)
2002–2004