Danish Khan

6595 Mockingbird Lanes, Mississauga, L5N 5K5 | +1 (647) 581-4107
danishjk@hotmail.com | linkedin.com/in/danishjk | dribbble.com/danishjk

🔗 **UX Portfolio** - danishjk.com

Summary

- 7 years of B2B product design, with experience in applicant tracking systems, real estate apps, and E-commerce websites.
- Curious designer skilled in layout, navigation, IA, UI, and interaction design.
- Thrives in ambiguous environments where problems are unclear and lines between functional roles are fuzzy.
- Quick in building rapport and earning respect among cross functional team members.

Core Skills

UX/UI Design • Design Systems • B2B Platforms • Enterprise Applications • Mobile-First Design • User Research • Stakeholder Collaboration • SaaS and E-Commerce UX

Experience

Product Design Lead   April 2023 – Present
Wolseley Inc., Burlington ON, Canada

- **Increased national B2B e-commerce revenue share by 14%** by leading the redesign of "Wolseley Express," implementing a cohesive, mobile-responsive design system and minimizing user friction.
- Collaborated with cross-functional teams including product management, engineering, and executive stakeholders to align design vision with business objectives.

Product Designer | Operations Manager   May 2021 – August 2022
Kaidee Marketplace, Bangkok, Thailand
- Designed UI/UX for Kaidee Property Collections' landing pages, generating 300+ organic leads monthly and **reducing online ad spend by USD 6,000** per month.
- Worked closely with marketing and business teams to align design strategy with user acquisition goals.

Senior Product Designer   March 2018 – May 2021
BlockchainLabs.ai Co. Ltd. Bangkok, Thailand
- Created a new product and interaction design for Phillip Capital's wealth management mobile app, **driving a 251% increase in daily active users**.
- Led user research efforts and iterative prototyping to ensure designs addressed both customer and business needs.

Product Designer   March 2016 – May 2021
Zylon Technologies, Bangkok, Thailand
- Designed the web-based B2B SaaS version of RecruitCraft (Applicant Tracking System), enabling onboarding of **major banking and FMCG clients** in Thailand and **generating USD 100,000+ annually** in recurring revenue.
- Integrated user feedback loops and collaborated with business development teams to refine core platform features.

Manager Business Development   July 2014 – March 2016
NetSol Technologies – Bangkok, Thailand
- Supported the successful signing of a **USD 100 million multi-market deal** with Daimler Financial Services to implement NetSol's NFS Ascent platform across 12 APAC and MEA markets.
- Acted as a key liaison between project teams and senior executives, ensuring strategic alignment across regions.

Education

Master of Business Administration - Marketing   2013
Lahore School of Economics, Lahore, Pakistan
Assessed by ICES as equivalent to Canadian Master Degree