

# Danish Khan

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UX Portfolio - [www.danishjk.com](http://www.danishjk.com)

## Experience

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### Product Design Lead

Wolseley Inc., Burlington ON, Canada

April 2023 – Present

- Responsible for the redesign of “Wolseley Express”, the company’s e-commerce website with key focus on implementing a cohesive design system while also minimizing friction in user flow, translating to improved online sales and customer satisfaction.

### Product Designer | Operations Manager

Kaidee Marketplace, Bangkok, Thailand

May 2021 – August 2022

- Designed the UI / UX for landing pages for Kaidee Property Collections – Premium Real Estate and reduced online ad spend by USD 6,000 per month by generating 300 organic leads per month.

### Senior Product Designer

BlockchainLabs.ai Co. Ltd. Bangkok, Thailand

March 2018 – May 2021

- Created a refreshing new product and interaction design for Phillip Capital’s wealth management mobile application and increased daily active users by 251%.

### Product Designer

Zylon Technologies, Bangkok, Thailand

March 2016 – May 2021

- Designed the UI / UX for the web based B2B SaaS version of RecruitCraft – Applicant Tracking System, based on user feedback and customer needs, enabling RecruitCraft to onboard major banks and FMCG clients in Thailand, grossing USD 100,000+ annually in recurring revenue.

### Manager Business Development

NetSol Technologies – Bangkok, Thailand

July 2014 – March 2016

- Worked closely with senior management and project teams to win and sign USD 100 million, multi-market deal, with Daimler Financial Services to implement NetSol’s next-gen solution NFS Ascent in 12 markets in APAC & MEA.

## Education

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### Master of Business Administration – Marketing

2013

Lahore School of Economics, Lahore, Pakistan

*Assessed by ICES as equivalent to Canadian Master Degree*