Jaazbia Khan

Product Designer | End-to-End UX/UI | Research, Design Systems & Prototyping
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PROFESSIONAL SUMMARY

Product Designer with end-to-end experience, from early research to the finished interface. Maps user flows and information architecture, builds wireframes and interactive prototypes in Figma, and shapes design system components into accessible, responsive interfaces. Grounds design decisions in usability testing, iterates quickly on feedback, and works closely with teammates and stakeholders. Brings a human-centered instinct from a background in HR, recruitment, and community programming, with a genuine curiosity for what users need.

CORE SKILLS

Design Tools: Figma, Figma Make, FigJam, Framer, Adobe Illustrator, Miro, Google Stitch, Lovable, Claude, ElevenLabs, MS Suite (Excel, PowerPoint, Word)
Research & Discovery: User Research, User Interviews, Surveys, Personas, Journey Mapping, Competitive Analysis, Usability Testing
Design Process: Information Architecture, User Flows, Wireframing, Low- & High-Fidelity Prototyping, Interaction Design, Design Systems, Visual Hierarchy, Iteration
Principles: Human-Centered Design, Accessibility, Responsive Design, Design Thinking, Cross-Functional Collaboration

DESIGN EXPERIENCE

Product Designer, Contract | Captavio Technologies Present

- Designing a unified website to serve an international audience, consolidating the separate Dubai, UK, and India sites into a single global experience.
- Defining how regional content and offerings are structured and presented within one consistent site architecture.

UX/UI Designer, Industry Internship | TiriVelo Jul 2026

Canadian pet services marketplace - admin dashboard design

- Designed the Ticketing section of the admin dashboard, with a focus on booking tickets, enabling administrators to manage incoming tickets and related information more efficiently.
- Audited and restructured the Information Architecture to improve navigation, organization, and consistency across the dashboard.
- Created and refined design system components and UI states, establishing a more consistent and scalable visual language.
- Designed high-fidelity screens and interactive prototypes in Figma within a collaborative team, connecting key workflows to demonstrate the end-to-end experience.

UX/UI Designer, Internship | BrainQuest Aug 2024

- Redesigned an existing website end-to-end, improving visual hierarchy, navigation, and overall user experience.
- Created wireframes and high-fidelity prototypes in Figma, iterating on stakeholder feedback and aligning with brand guidelines.

DESIGN PROJECTS

Odero | B2B Mobile App Springboard

- Designed a B2B procurement app for small to mid-size restaurant owners, defining 3 core user flows: vendor ordering, order validation, and purchase history insights.
- Conducted user research and interviews, developed personas and journey maps, and validated the Figma prototype through usability testing and iteration.

Tiny Tales | iPad App, Design Sprint Springboard

- Led a design sprint to help parents quickly find suitable bedtime stories, building a 3-step decision flow personalized by time, child's age, and mood.
- Designed an iPad-optimized experience with curated recommendations, tested and refined for usability.

Syncd | Subscription Management Dashboard Springboard

- Designed a dashboard helping adults aged 30+ track recurring subscriptions, with flows for subscription overview, cancellation, and payment alerts.
- Ran user survey research and two rounds of usability testing, iterating to improve clarity, usability, and task completion.

ADDITIONAL PROFESSIONAL EXPERIENCE

IT Recruiter | NLB Services 2021 - 2023

- Led the full recruitment life-cycle - sourcing, interview preparation, offer negotiation, and onboarding - filling permanent and contract IT roles, and reported progress to hiring managers throughout.

Creative Associate | Sanatkada 2016 - 2021

Part-time alongside studies, later full-time

- Researched and developed the themes for five annual cultural festivals, shaping each program around the interests of its audience and coordinating multiple stakeholder groups through delivery.
- Led decor design and spatial planning for festival venues and managed social media, translating each theme into environments and content visitors could move through and engage with.

EDUCATION & CERTIFICATIONS

UI/UX Design Career Track Certificate - Springboard Aug 2026
UX/UI Design Diploma - AND Academy Feb 2024
MBA & Bachelor of Arts - University of Lucknow