Yousaf Khan

yousafmk97@gmail.com | Portfolio | LinkedIn | 416-716-4671
Toronto, Ontario can work in PST, CST, MST, EU Time and EST. Willing to relocate if needed.

OBJECTIVE

Experienced UX/Product Designer with 7 years of experience delivering user-centered solutions for web and mobile platforms. Passionate about crafting seamless and meaningful digital experiences through user research, visual storytelling, and iterative design. Skilled in facilitating usability testing, journey mapping, and cross-functional collaboration. Proficient with AI-assisted tools and design systems. Seeking to contribute to large-scale digital platforms and AI-integrated product experiences in agile, global environments.

WORK EXPERIENCE

Arc Studio – *AI Product Designer*
Brampton, ON | 2023 – Present

- Designed and optimized web/mobile experiences, improving user retention by 30% across multiple startup clients.
- Conducted usability testing, synthesized behavioral insights, and translated findings into high-fidelity Figma prototypes.
- Integrated AI tools like ChatGPT and Galileo to accelerate ideation, content generation, and wireframe validation.
- Delivered responsive design systems aligned with WCAG 2.1 accessibility guidelines.
- Designed and prototyped AI-driven user experiences that balance utility, clarity, and delight across web and mobile platforms, leveraging Figma for fast iteration and feedback.
- Applied UX best practices and strong visual design principles (color theory, typography, spacing, layout) to create intuitive, user-centric AI product interfaces.
- Collaborated closely with AI engineers and product managers to visualize machine learning models, data outputs, and user predictions through clean, accessible UI.
- Developed and tested interactive prototypes using Figma and Adobe tools to rapidly validate user journeys and microinteractions.
- Created scalable design systems tailored for AI product teams, ensuring consistency across intelligent components, like chat interfaces, recommendation systems, and dashboards.
- Facilitated UX strategy workshops to align business goals with user needs.

BoomerangFX – *Senior AI Product Designer*
Mississauga, ON | 2025 – 2025

- Led UX/UI redesign of product onboarding tools, improving conversion rates by 18%.
- Produced 100+ visual assets optimized for mobile and web touchpoints.
- Applied knowledge of AI product behavior and human-in-the-loop experiences to design interfaces for explainability, feedback loops, and trust-building mechanisms.
- Leveraged AI design patterns such as autocomplete, intent suggestions, and personalization, adapting them across multiple contexts.
- Worked cross-functionally with research, product, and engineering to translate complex AI-powered features into simple, elegant user flows.
- Presented and communicated design solutions clearly to stakeholders and leadership, articulating design decisions through the lens of user needs and technical constraints.
- Drove inclusive and accessible design for AI features, including alt-text support, keyboard navigation, and WCAG-compliant visual cues.

- Reduced UI design-to-dev handoff time by 25% by standardizing Figma components and specs.

Clearoute Inc. – *AI Product Designer*
Markham, ON | 2023 – 2025

- Reimagined user flows for a responsive B2C portal, reducing support tickets by 20%.
- Built journey maps, wireframes, and annotated prototypes for complex booking and purchasing flows.
- Embedded accessibility standards and collaborated closely with developers on scalable UI solutions.
- Conducted design critiques, peer reviews, and iterative feedback loops to ensure design intent matched product functionality and model behavior.
- Stayed current on emerging design trends in AI UX, conversational interfaces, and human-AI interaction models, applying them to prototypes where appropriate.
- Helped define the UX strategy for AI products, balancing user trust, automation transparency, and system accuracy.
- Partnered with content designers to shape the voice and tone of AI interfaces, especially in chat-based or response-driven user experiences.
- Supported multiple agile pods simultaneously, managing competing deadlines and cross-functional feedback while maintaining quality and speed.
- Participated in regular sprint reviews, prioritizing design tasks through agile ceremonies.

Postmedia Network – *UX Designer*
Toronto, ON | 2021 – 2023

- Redesigned responsive content experiences, increasing article engagement by 18%.
- Led A/B testing efforts to validate UI changes across multiple publications.
- Designed low-fidelity to high-fidelity prototypes demonstrating how users interact with adaptive systems, including context-aware UI components.
- Integrated Figma design libraries with token-based systems to align with engineering implementation, promoting seamless handoff and versioning.
- Maintained a scalable UI library, contributing to faster dev implementation and brand consistency.
- Communicated design strategies to product and editorial stakeholders.

Cloudamart – *Product Designer*
Mississauga, ON | 2021 – 2022

- Led UX for a multi-service platform, improving user task completion by 22%.
- Conducted end-to-end user research, prototyped flows in Figma, and validated through usability testing.
- Designed accessible, mobile-first interfaces that supported local businesses, including restaurants and delivery services.
- Built product UI and visual assets for MVP launch, incorporating early AI copywriting tools for microcopy experimentation.
- Collaborated directly with restaurant owners to build tailored digital ordering and booking tools, improving their customer engagement and transaction volume.

Clariity Studios – *Graphic Designer (Freelance)*
Bradford, ON | 2018 – 2021

- Designed over 50 album covers and 30+ brand logos, improving client reach by 40%.
- Created marketing visuals and digital graphics optimized for social and web use. Balanced brand
- guidelines with system feedback requirements to design interfaces that are both consistent and adaptable to AI-driven content.
- Scoped, executed, and iterated on end-to-end design sprints for AI features in early-stage ideation to launch
- and post-launch refinement.
- Explored ethical design considerations, designing flows that respect user agency, data privacy, and potential AI misuse.

- Specialized in Photoshop/Illustrator for creative direction, typography, and campaign design.

TECHNICAL SKILLS

Design & Prototyping: Figma (Advanced, 5+ years), Adobe XD, Sketch, Illustrator, Photoshop, InVision, Zeplin
UX Process: Wireframing, User Flows, Interaction Design, Journey Mapping, Usability Testing, Accessibility (WCAG), Research Synthesis
AI Tools & Proficiency: Galileo AI, ChatGPT, Midjourney, Cursor, Figma Make, Replit (1+ year)
Design Systems: Component Libraries, UI Kits, Visual Hierarchy, Style Guides
Tools & Platforms: Jira, Confluence, Notion, Miro, Trello, FigJam, Slack, Teams, Google Workspace
Frontend Awareness: HTML5, CSS3, Webflow, WordPress

EDUCATION

York University	**Toronto, ON**
Bachelor of Commerce Degree	**2017 – 2021**
Brainstation	**Toronto, ON**
User Experience Design Diploma	**2021 – 2021**

CERTIFICATIONS

Project Management Institute: Project Management Professional **(PMP)**	**2025**
Brainstation: Artificial Intelligence	**2025**
Brainstation: Product Management	**2024**