ADEEL AHMED KHAN

Product Design Lead | AI-Native UX, Service Design & Product Innovation

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PROFILE

Product design and digital experience leader with 15+ years across UX strategy, service design, interaction design and end-to-end mobile/web delivery. Current focus is AI-native product experience: intent-based navigation, conversational interaction and intelligent automation that reduce complexity in digital journeys. Combines product thinking with hands-on prototyping and engineering fluency, moving from discovery and stakeholder alignment through to production-ready experiences. Also builds and operates independent products, keeping design decisions grounded in real user behaviour, technical constraints and commercial reality.

CORE EXPERTISE

AI-Native Product & UX Design • Service Design • Product Discovery & Rapid Prototyping • Conversational & Agentic Experiences • Design Systems • UX Strategy & Experience Architecture • Cross-Functional Leadership • Stakeholder & Requirement Translation • Intelligent Automation • E-Commerce & Marketplace Product Experience • Mobile & Web Engineering

PROFESSIONAL EXPERIENCE

UX & Mobile Solutions Lead

Tahaluf Al Emarat Technical Solutions LLC — Ministry of Interior, UAE (Client Assignment) | Aug 2017 – Present

- Lead end-to-end UX and mobile experience delivery across complex, multi-service UAE government digital platforms, translating policy, business and operational requirements into clear, production-ready user journeys.
- Drive AI-native interaction concepts, including intent-based navigation, conversational assistance and automation patterns designed to reduce traditional navigation complexity and simplify high-friction service journeys.
- Own the design-to-delivery pipeline across UX strategy, interaction design, rapid prototyping, frontend implementation and service integration, bridging product intent with technical execution across cross-functional teams.
- Use working prototypes and high-fidelity interaction demos to validate concepts early, align stakeholders and reduce downstream rework before full-scale implementation.
- Contribute to accessibility, UI consistency and digital experience compliance across government services, while identifying opportunities to improve reusable patterns and service-level experience quality.

Senior UI/UX Designer

VoucherSkout, UAE | Mar 2015 – Jun 2017

- Designed and delivered end-to-end web and hybrid mobile experiences for a consumer voucher platform published on the Apple App Store and Google Play, covering UX, interaction design, AngularJS/Ionic implementation and REST API integration.
- Extended the product ecosystem to merchant-management and reporting tools, including listing workflows, secured usage reporting and outlet-level merchant analytics.

Senior Visual Designer

Emailciti | Jan 2013 – Mar 2015

Designed email marketing creative and GUI experiences, including newsletters, campaign emailshots and banners delivered through the Silverpop platform.

Senior Designer, Interactive Media

U Tech | Dec 2010 – Dec 2012

Designed web, mobile and tablet interfaces alongside interactive campaign work, combining visual design, Flash animation and scripting.

Earlier Visual Design & Interactive Media Roles

Evamp & Saanga, Nvision, Allama Iqbal Open University | 2006 – 2010

Built the foundation in interface design, motion, animation and interactive media that later evolved into UX, product design and digital experience leadership.

SELECTED PROJECTS & PRODUCT EXPERIMENTS

Sale Scan — Retail Intelligence | getsalescan.com

Independent UAE deal-discovery product currently in development. Designed and built end to end, including brand search, store following, saved deals, source verification and the logic used to determine whether a sale is genuine. The project combines product strategy, UX, mobile engineering, automation and future affiliate-commerce monetisation.

QualityNinja — E-Commerce & Marketplace Automation | thequalityninja.com

Independent Amazon UAE e-commerce brand covering product curation, listings, pricing and seller operations. Built an internal pricing-management tool using Cloudflare and Amazon SP-API with scheduled rules, per-SKU safeguards, audit history and seller-side automation.

AI-Native Government Service Prototyping

Explores conversational and intent-based navigation for complex government services, including prototypes where users can express a goal naturally and be taken directly to the relevant service state or history screen. Focuses on reducing menu depth, making AI part of the interaction model rather than a separate chatbot layer.

Flutter Interaction Experiments

Built multiple Flutter applications to explore native-feeling interaction, navigation, voice input, personal productivity and mobile product concepts. Recreated advanced iOS-style glass and liquid navigation behaviours with close attention to interaction detail.

Local AI & Developer Automation

Built practical AI-assisted workflows for document summarisation, release-note consolidation, code review, local-agent experimentation and development automation, maintaining hands-on fluency with current generative and agentic AI patterns.

EDUCATION

BS, Computer Science — Allama Iqbal Open University, Islamabad, Pakistan | 2002–2006

Graphics and Web Designing — All Tech Computer Institute, Rawalpindi, Pakistan | 2004

PROFESSIONAL DEVELOPMENT

AI & Agentic Systems — Vanderbilt University / Coursera

- AI Agents and Agentic AI in Python: Powered by Generative AI
- AI Agents and Agentic AI Architecture in Python
- Prompt Engineering for ChatGPT

TECHNOLOGY & TOOLS

Experience & Product: UX strategy, service design, user journeys, interaction design, rapid prototyping, design systems, Adobe Creative Suite

AI & Automation: Generative AI, AI agents, agentic workflows, prompt engineering, local AI experimentation, intelligent automation

Engineering: Flutter, Ionic, Angular, HTML5, CSS3, JavaScript, REST APIs, JSON, Supabase, Cloudflare Workers & Pages, mobile/web frontend development

Platforms: Amazon marketplace operations, Amazon SP-API, Cloudflare D1, scheduled automation, seller-side tooling

LANGUAGES

English • Urdu • Punjabi