



# Adil Sanad

## Product Designer

Product Designer creating **human-centric designs** focused on innovative & effective user experiences. Fluent speaker in English, Malayalam and Hindi. B.Tech CSE graduate from NIT Jalandhar.

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## Education

### Dr B. R. Ambedkar National Institute of Technology, Jalandhar

2020 – 2024

- B.Tech in Computer Science & Engineering • **CPGA 7.0**

### The Indian High School, Dubai

2020

- Achieved **91%** in class 10 & class 12 (CBSE).

## Skills

### Design

Wireframing, Information Architecture, Design Thinking, Prototyping, User Flows, Interaction Design, Personas, Visual Design

### Tools

Figma, Miro, Photoshop, Lottie, Premiere Pro, After Effects

### Dev

ReactJS, JavaScript, TypeScript, HTML/CSS, Wix, Webflow, NextJS

## Experience

### Product Designer

Aug 2024 – Jul 2025

AnswersAi • California, USA

- **Redesigned and built the core web app** for AnswersAI's SaaS AI learning tool, consolidating lecture mode and the AI chatbot into a unified interface aligned with the company's design system. **Ideated, designed and built new feature sets** based on user research & feedback. Simplified user flows, improved information architecture & feature usability, and reduced friction across key experiences.
- Designed hundreds of screens & interfaces for the mobile app, browser extension, and product websites. Revamped & developed both B2C and B2B landing pages, and created Lottie animations for AnswersAI and **Closetly**. Contributed to a drop in churn from **20% to 6%** and supported growth to **\$3M ARR**.

### Lead UX Designer

July 2022 – Aug 2023

Ozibook • Bangalore, India

- Led a team of 5-8 interns over 6 months on UX design & strategy on an EdTech SaaS project at a founding start-up. Conducted user research, created personas, journey maps, wireframes, prototypes, visual designs, and conducted user tests. Established **0-1 design systems** and led design on client projects, including landing pages, user interfaces and promotional material for various companies like **iWPS Global**.

### Web Dev Intern

May 2022 – July 2022

Ozibook • Bangalore, India

- Redesigned company website independently, from research to branding & design, and built the same using Wix. Improved usability and simplified user interface, enhancing test **task completion rates from 50% to 92%** and **user retention by 70%**.

## Certifications & Extracurriculars

- **Top 10 finalist in Toshiba KIOXIA Hackcellence Fest '21** (MEA & South Asia - Pacific) with a mobile app aimed at easing the hardship faced by traditionally offline/brick and mortar businesses (single-location stores like grocers, etc) during the peak of the COVID pandemic by directly connecting them with customers in their area.
- **Finalists in HackMol 2.0**, organized by Google Dev club, NIT Jalandhar