# Adil Sanad

**Product Designer**

Aspiring product designer creating **human-centric designs** focused on innovation in **user experiences.** Fluent speaker in English, Malayalam and Hindi. B.Tech CSE graduate from NIT Jalandhar.

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## Education

### National Institute of Technology, Jalandhar
2020 - 2024

- **B.Tech** in **Computer Science & Engineering**

### The Indian High School, Dubai
2020 - 2024

- Achieved **91.2%** in class 10 and **90.8%** in class 12.

### Google UX Design Professional Certificate
**Currently enrolled**

## Experience

### Product Engineer
**AnswersAi, Noida · Aug 2024 - Present**

- Contributed to UI/UX design for the company's AI learning assistant across mobile and desktop, shaping its digital presence.
- Designed and developed key interfaces using React.js, Tailwind CSS, and TypeScript, worked on creating and implementing company-wide design system.
- Worked on product revamps and UX overhauls as part of the team, leading to reduced churn from 20% to 8%, double user purchase rates, and reaching $3M ARR through design-driven enhancements.

### Lead UX Designer Trainee
**Ozibook, Bangalore · July 2022 - Aug 2023**

- Innovated UX design on an EduTech SaaS project. **Designed, tested and delivered product websites**, ensuring consistent design styles across company profiles.
- Led design strategy on multiple projects. Conducted user research, created personas, journey maps, wireframes, prototypes, visual designs, and conducted user tests.

### UI/UX Intern
**Ozibook, Bangalore · May 2022 - July 2022**

- 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 engagement by **120%.**

## Skills

**Design**

wireframing · information architecture · design thinking · prototyping · graphic design · color theory · user flows · interaction design · user personas · user research · visual design · usability

**Software & Programming**

- Figma
- Miro
- Adobe Suite
- Wix, Webflow
- HTML/CSS/JS
- Lottie, ScreenStudio
- ReactJS + TailwindCSS
- Typescript

## Projects

### HackMol 2.0
**NITJ Google Dev Club · Jan 2021**

- Pan-India hackathon organized by NIT Jalandhar's Google Dev Club. Achieved **5th place** with a marketplace mobile application built from the ground up using MERN.

### Toshiba KIOXIA Hackcellence Fest '21
**UAE/MEA/India · Aug 2021 - Dec 2021**

- Prototyped a mobile application "pagr" aimed at easing the economic hardships faced by SME's during the peak of the COVID pandemic by connecting them directly to their target audiences.
- Finished among **finalists** in EMEA region.