



Alizeh Khan

A Swiss Army Knife for product, nerdy about intuitive, inclusive and beautiful interfaces, design systems, accessibility and clean code.

EXPERIENCE

Frontend Engineer | HelloFresh

Jun 2021 – Jul 2023 Berlin, Germany

- Working in a cross functional team focused on customer retention. Ideating, scoping, implementing and testing product **experiments, features, large scale migrations and tech debt** for HelloFresh's global website.
- Owned the design and development of the UI for HelloFresh Group's new **multi-brand design system**. Introduced and implemented best practice for accessibility, code readability and test coverage of the components and foundations. Initiated and led cross discipline workshops on component **API design**. Set and documented a standard for contributions to HelloFresh's component library.

javascript typescript next.js react redux react-query
html css storybook styled-system styled-components mdx
cypress testing-library jest optimizely WCAG

Teacher | Le Wagon

Jan 2021 – Dec 2022 Berlin, Germany

After completing the bootcamp, I was recruited by Le Wagon to join their teaching team. **Lecturing, live coding**, debugging and guiding students through challenges, projects and **design sprints**. Led Women's Coding Day Workshops and prep weeks with 50+ students.

ruby on rails postgresQL javascript scss figma

IT Business Analyst | Jaguar Land Rover

Sep 2019 – Apr 2020 Warwickshire, United Kingdom

After my graduate trainee programme at JLR I was chosen to work on key IT projects for JLR's newest division: Special Vehicle Operations (bespoke and classic cars). Owned the functional requirements, **user stories, acceptance criteria, customer journey mapping, and user flows** for:

- the development of JLR's visualiser for bespoke vehicles in their VIP commissioning suite on Oxford Road;
- the agile delivery of Salesforce as Classic cars' first CRM tool; and,
- the development and launch of JLR's e-commerce site for classic parts, parts.jaguarlandroverclassic.com.

EDUCATION

Le Wagon Berlin

Full Stack Web Development

Oct - Dec 2020

The University of Edinburgh

MA (Hons) Economics, 2.1

2012 – 2016

The University of Melbourne

Exchange programme

2014 – 2015

Dubai English Speaking College

2012

PROJECTS

wandertrails.com

Co-founding Wandern – the first trail centric booking platform for hikers, allowing them to easily line up their accommodation for popular multi-day hikes in Europe.

alizehkhan.com

A home for my projects, public learnings and resume.