Subhan Ali, Product & UX Designer

SUMMARY

UX Designer with over 16 years of experience in user-centric designs for startups and enterprise platforms. Expertise in user research, design thinking, interaction design and leading cross-functional teams to deliver impactful solutions across healthcare, AI, fintech and logistics domains. Skilled in design systems, AI-driven applications and rapid prototyping for scalable product development in an agile environment.

- Proven expertise in enhancing product roadmaps through cross-functional collaboration in startup environments driving innovation.
- Championed UX for AI-based cloud services and healthcare apps for over 7 years, besides MVPs like PredictiveRx and DDOS Bot
- Resolved 80% of SLDC of design implementation hurdles using HTML/CSS expertise and workflow guidance.

PROFESSIONAL SUMMARY

DeepHealth OS – Radnet | *Sr. UX Lead / Product Innovation* (2023 onwards)
- Championed the UX activity and enhanced experience across the patient journey with AI-driven solutions, including self-serve kiosks and AI agents.
- Improved release efficiency by 90% using Tokens Studio for design systems and storyboard to streamline handoffs with Git pipeline from Figma.
- Designed remote operation UX for tech, diagnostics and operations workbenches, leveraging Framer rapid prototypes for larger screens (27"-32").
- Reduced registration redundancy by 60% through conversational workflows and QR codes, aligning with a "zero paper" vision.
- Delivered impactful designs for RSNA(Radiological Society of North America), securing key business interests from GE and Philips.

Healthcare Triangle | S*UX Lead / Product Designer* (2016 – 2023)

- *readabl.ai,* created efficient OCR based product to streamline healthcare documentation using AI/ML,
  - The solution boosted efficiency by 70%, with a prediction score of above 65% accuracy.
  - Secured business from 450+ centers nationwide, leading to the addition of new features and product enhancement.

- *STAYsmart Care* **(later acquired by TekTone)**, an IoT-driven ecosystem for HNI senior health monitoring
  - Led this zero to 1 activity, designed a solution to provide care for seniors leveraging health trackers, voice assistant, fall sensors.
  - Improved accuracy, reduced false positives by more than 60%, by creating a custom threshold level for each senior based on their profile.
  - STAYsmart empowered seniors and improved social health, psychological happiness and positivity throughout the care journey.

- *DataEZ,* designed a data lake management and ETL platform.
  - Simplified the interface for the complex information access, to make informed data-driven decisions.
  - The one-click deployment feature reduced setup time and complexity to deploy new functionalities swiftly, ensured a smooth transition
  - Worked with SMEs for EHR/EMR, adhering to PII/PI/PHI data privacy. Assisted in marketplace branding.

Persistent Systems | *UX Architect* (2015 – 2016)
- *Hackensack Hospital Care App*
  - Delivered contextual UX,Reducing wait times by 40%.
  - Formulated intuitive features like nav-assist, smart reminders and streamlined appointment booking

- Designed scalable solutions for clients like Wells Fargo, Movimento, and Salesforce.

Infosys | *Sr. UX Designer* (2008 – 2015)
- Spearheaded XPortal, a design system impacting 1,000+ users orgwide, with rapid prototyping capabilities.
- Enhanced efficiency for PwC's Fintech Program by 20% and SimChart's eLearning module by 30%.

ACADEMIC SUMMARY & SKILLS

EDUCATION
2004: Master of Design (M.Des), Indian Institute of Science | **2001:** Bachelor of Architecture, Mumbai University

SKILLS
UX Design| Interaction Design | Design Systems | Wireframing | Prototyping | User Research | Accessibility (WCAG) | AI/ML Integration | HTML/CSS

TOOLS
Figma | Sketch | Adobe Creative Suite | Framer | Tokens Studio | Webflow | Miro

CERTIFICATIONS
Design Thinking UXDesign Ops | UX Research Journey Map | Figma | Design for WCAG | Generative AI: LLM

EXPLORATIONS & VOLUNTEERING

- Collaborating with SteAmEZY, as an SME to deliver sessions for middle schoolers on Creative Problem Solving, Perception and Design Thinking.
- Enabled a startup Fitoori 🗗, a jewelry co-creation hub for customers creating a fashion statement, from concept to 'shopify' stage
- Created a chat model to auto-generate 40% relevant content. Experimented with CSS (Example 🗗) to test capabilities
- Partnered with Gravit Designer's founder to test the design tool and provide inputs; later acquired by Corel Corporation.
- Developed a CSS-mod for a gaming platform, widely adopted for its usability and eventually published as an official release.

Case Study