

# Saneeya Khan

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## Senior Product Designer

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I have over 8 years of experience designing digital products end-to-end, from discovery and prototyping to launch and iteration, across enterprise and B2B applications in education software and ad tech. I've transformed legacy workflows into intuitive, modern interfaces dozens of times, simplifying complex processes in advertising, finance, and education tools. I'm known for delivering high-quality design solutions under tight resources and aggressive timelines.

## Experience

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The Walt Disney Company

October 2021 - Present

### Senior Designer

*As a designer on Disney's Ad Platforms team, I lead design for Disney Campaign Manager, a tool generating \$50M in annual revenue, along with other advertising products in Disney's suite. These tools serve SMBs (small- and medium-sized businesses), agency clients, internal ad sales teams, and customer support roles. I collaborate closely with a team of seven product managers and dozens of developers to deliver effective, user-centered solutions.*

- Disney's third-party campaign platform was expensive, misaligned, and underserved agencies. As the sole designer, I managed both legacy and new systems, retooled features, and secured extra design support. Within two years, we launched Disney Campaign Manager, delivering agency-grade capabilities, delighted customers, and freedom from third-party dependence.
- Internal teams found the campaign manager's admin portal inefficient, with critical advertiser details buried and troubleshooting difficult. I led a redesign, improving navigation and introducing features like "ghost mode." The updated portal streamlined workflows, reduced pain points, and empowered teams to support advertisers with greater speed and accuracy.
- The pricing team relied on developers and spreadsheets to manage inflexible, one-size-fits-all ad rates. I designed a pricing tool enabling automated, self-managed rate cards with tailored options. After launch, the team gained autonomy, reduced manual work, and leadership highlighted my contribution organization-wide.
- I strengthened team culture and streamlined onboarding by hiring support, creating a comprehensive guide, mentoring new designers, and organizing team-building activities. These efforts reduced confusion, boosted morale, and ensured smoother collaboration, leading my manager to recognize me as a key leader within the design team.

Zigzy, Inc. (Now part of New American Funding)

Jan 2021 - Oct 2021

### Senior UI/UX Designer

*At Zigzy, I worked with a 10-person team of designers and researchers to build internal tools that streamlined workflows for mortgage and real estate agents.*

- Loan agents struggled with slow, complex legacy tools for managing mortgages. I shadowed officers, mapped frustrations, and redesigned workflows into clear, manageable steps. While I wasn't there at launch, my foundational work guided the new platform, setting the stage for improved efficiency and usability.
- Real estate agents juggling multiple clients struggled to track property preferences and loan progress. I designed the platform's visuals, ensured brand consistency, added client-tracking features, and created a "pizza tracker" for loan stages. The tool streamlined workflows, saving agents time and improving client management.

McGraw-Hill Education

March 2017 - January 2021

### User Experience Designer

*I designed and contributed to multiple online education tools for students and instructors at McGraw-Hill, focusing primarily on ALEKS, a self-paced platform for learning math and chemistry, and ConnectEd, a comprehensive platform for homework, assessments, and test-taking.*

- The ALEKS platform needed digital versions of graph- and chart-based math problems traditionally done on paper. I relearned key concepts, designed prototypes, tested with students, and ensured accessibility. The final designs expanded ALEKS's content library, enabling richer, more interactive math learning experiences online.
- In ConnectEd, K-5 teachers grading offline tests had to input scores one at a time, creating inefficiency. I designed and prototyped a table-style gradebook for bulk entry, tested with teachers. Though not launched, it was praised for its time-saving potential.
- McGraw-Hill needed WCAG-compliant platforms to avoid legal risk and enable school adoption. I learned accessibility best practices, applied them to design and QA with JAWS, and guided developers. As a result, our products met standards and ensured equal learning access for students nationwide.

## Skills

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**Design:** Visual Design, User Research, Accessibility Design, Leadership, Cross-Functional Collaboration, Prototyping, Enterprise Design, Ad Tech, Onboarding & Training, Process Strategy

**Tools:** Figma, Cursor, Loveable, Axure RP, Adobe Creative Suite, JIRA

## Education & Training

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**ITHAKAI** | UX Intensive Course

**UCLA Extension** | Certificate in Advanced Web and Interaction Design

**The Art Institute of California, Orange County** | Associates of Science, Graphic Design

**University of California, Irvine** | Bachelors of Arts, History