

Subhan Ali | UX Designer & Product Design

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“Design, I believe, is the creative blend of parameters chosen aptly to fulfill and evolve the intent, capture the elegance and create a delightful experience

DESIGN SKILLS

- UX, Product Design, Interaction Design
- Journey Map, Service Design, DLS
- Design Thinking Methodology
- Stakeholder Co-creation
- Contextual Research
- Responsive Web, Mobile Design

KNOWLEDGE AREAS

Interaction Design **Product Design**
Service Design **Usability** **Design System**
Information Architecture **UX Strategy**
Wireframe **Interaction Patterns** **RWD**
Visual Design **iOS/Android Guidelines**
Accessibility(ADA) **AWS** **CI-CD** **Big Data**
EPIC **MediTech** **AI/ML** **CSS** **HTML**

EXPERTISE

Figma, Sketch, Adobe, Framer
Journey Map
UX, IA, Heuristics
Style guide, Design System
Collaboration, Presentation

CERTIFICATIONS

- ✦ UX Research, Journey Map
- ✦ Figma
- ✦ Design for WCAG
- ✦ Design Thinking, Agile
- ✦ Generative AI

EDUCATION



Master of Design,
Post Grad in Product Design
Indian Institute of Science



B. Arch,
Bachelor of Architecture
Mumbai University



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[Github](#)



[Casestudy](#)

SUMMARY

Results-driven UX Designer with a strong focus on creating user centered products through a wholistic, systems approach. I contribute in the early phase as a **Design Thinker**, while in later phases, engage as a **Product Lead**, to craft meaningful UX and product design solutions. Known for collaborating with cross functional teams to enhance flagship products while managing stakeholder expectations. Proven track record in transforming complex challenges into elegant, user friendly solutions sprinkled with delight that improve the functionality.

CORE SKILLS

Expert knowledge of Interaction Design, UX design solution to create IA, task flow, wireframes, mockups, prototypes and visual design assets as handover for development in agile environment.

Contributing and managing Design Systems, Design Tokens, Interaction Design, UX Strategy, Ideation. Mentoring and scaling up the dev team towards design system adoption..

Experience using AI for design and collaborating with user research, qualitative analysis, providing usability analysis, participating and supporting the usability team with testing related activities.

7+ years of product experience in a start-up, owned the UX track as a founding designer. Supported 0 to 1 conceptual design, exploration, presenting solution and ideas to leadership to help in decision making.

Proficient with prototyping tools like Figma, Adobe Suite, Sketch, Xmind and other tools to create journey maps, mind maps and UX deliverable. Capable of quickly adapting to new tools and technologies Framer, Webflow, Miro and related tools like Tokens Studio for Design Systems.

PROFESSIONAL EXPERIENCE

Alcon | 2025.3 onwards

AI + UX Research/Product Designer, Product Innovation

- Research for designing a portal to manage various products of Alcon and enable end users to onboard and perform their tasks efficiently
- Commendable work as the first adopter of figma Make in the org, to augment design and get further insights to help product team realize possible features and envision wholistic outcomes.
- Conducting user interviews and research, collaborating with product owners, to publish findings and arrive at informed design decisions for features of the product.
- Created modular approach to enable reuse and scale up for their design system having brand, theme and display semantics for figma design as well as have efficient dev iteration cycles.

Deephealth OS - Radnet | 2023.8 - 2024.12

UX Lead/Product Designer, Product Innovation

- Evolving an OS that formed the core of the radiology business, while exploring and working with considerations of hardware and software capabilities.
- Discovery sessions, Meeting end users, gathering feedback for the proposed design approach and understanding the nuances in their work routine.
- Leading a team of designers and developers to guide them towards a framework oriented design for the UX solution. Mentoring the team to use a tokenized approach.
- Maintaining a Design Language System, creating a pipeline from design(figma) to dev(github) handover. This increased efficiency of the team by about 80% for change, releases and updates.
- Managing and delivering across multiple tracks of Diagnostic, Technologist, Operations workbench as part of the OS Platform while migrating to the cloud based solution.

Healthcare Triangle | 2016.9 - 2023.6

UX Architect/Product Designer, Flagship products

- Leading the product design of readabl.ai® to efficiently manage documents and narratives using OCR + Machine Learning and integrate with EPIC database for a hospital having over 25 locations across the U.S. Followed a customer-oriented design approach for interactions and features that improves efficiency of healthcare professionals.
- Orchestrated design by gathering feedback from user research and inputs from the business team for incremental deployment to the cloud, presenting to the stakeholders, business users, VP for product development and driving design decision. Designed an ecosystem for elderly care called STAYsmartcare. Provided a solution design that will encompass the Regional users who monitor the health remotely. It also caters to end consumers to benefit from the various health tracking devices for their care in the comfort of their home.
- Designed a web-based security tool, Automaton, that is used by GE and health care companies. Evolved the proprietary tool primarily based on cloud with automated fixes for incidents.
- Managed the UX design and development handoff as well as supervising development support by creating wireframes and prototypes while working with dev and QA to create test scripts.
- Contributed to business initiative, created concept designs to explore MVP solutions
 - Healthcare App that incorporates AI/ML using a predictive model for assisting in safer prescription.
 - Designed an ecosystem integrating AWS Rekognition to perform image processing for facial recognition.
 - Security App for monitoring and alerting at various stages of data ingestion with the help of bots.
- Working with huge data driven design applications for healthcare, advocated design approach to align with Cloud infrastructure, CI -CD pipeline and data pipeline. Mentoring and Supporting design and development team in an agile environment

Persistent Systems | 2015.1 -2016.7

UX Architect

Supported various clients of Persistent Systems, an implementation partner, for UX Solutions. Specific project tasks included:

Project: Hackensack Hospital

- Proposed and executed design solutions for a patient centric application to help them connect with the hospital and reduce the paperwork while registration, minimizing wait times and helping access care efficiently.
- Enabled easy access to health records from EPIC, make appointments and search for physicians, follow-ups and health programs.
- Conducted primary and secondary research interviews, creating Journey Maps and understanding touchpoints, identifying opportunities for improvement and design. Presented the insights and findings to leadership and stakeholders.
- Created new UI flows, interaction design patterns and intelligent features as part of solutions to the touch points identified to provide meaningful interaction and an experience of delight. Some examples:
 - Nav-Assist to enable navigation to the premises and extending it to guide patients within the premises as well
 - Smart Reminders using historic average data to remind based on time and day to reach the hospital from current location
 - Front Desk Alert for faster check-in and efficient visits for the patients

Project: iHub, CEO Portal with ADA compliance, WellsFargo, Fintech

- Designed a platform to work with the iHUB tool for Wells Fargo that would enhance the work of business analysts, quality assurance, and end users in maintaining huge data sets and managing them online, which had so far existed offline in the form of Microsoft Excel data.
- Created a centralized solution to manage the datasets and help create features to analyze, transform data and generate custom reports.
- Provided UI pattern and updated existing library for data lineage that helped maintain and track audit features.
- Researched and analyzed the existing CEO portal to arrive at design solutions and recommendations for making it WCAG/ADA compliant..

Infosys | 2011.4 - 2015.1

Sr. UX Designer

Worked for various clients of Infosys in the domains of Insurance, Logistics, Retail, Healthcare, e-Learning, and Finance. Clients included PwC, Hitachi, Kraft, Avon, Allstate, and Norfolk Southern among others. Designed solutions of intra-modal applications, created an 'Uber' app for Allstate logistics solution to assign drivers with intelligent mapping for delivery and created support applications resulting in a unique navigation that enhanced the experience.

Contributed to xPortal, a Design System with UI patterns to be used org wide at Infosys for UX team to start with 'boiler plate' designs quickly and for business team to put together a sales deck easily by combining components, page-types and helping in getting a quick set of documents for business proposals.

Involved in Usability Lab program set up and participated in usability reviews using eye tracking technology. Performed usability review with Nielsen's Heuristics and usability principles. Specific project responsibilities included:

Project: Enterprise Mobility Program, PwC, Fin-tech

- Worked with PwC to enable the digital transformation as part of their Enterprise Mobility Program, a 3-year program that involved transforming the intranet and internet applications of PwC to be made available on the mobile platform.
- Designed the UX for a slew of products that were to be used by PwC executives and their client users nationwide. Designed apps for iPhone, iPad, and Android for the business executives and proposed a unified approach for their application, with the corporate branding guidelines.
- Facilitated requirement gathering and presented approach, design solution to the team of stakeholders, collaborated with business analysts, technical architect, project manager, and development lead to drive the UX track.
- Created a UI Patterns, sitemap and navigation model that enhanced efficiency. (The mobile app was 20% faster than the desktop version)
- Responsible for ideation of concepts that would facilitate PwC in their interaction with their clientele. This included interview sessions with their employees to provide an understanding of their use cases and gather feedback to incorporate into the apps.

Project: Healthcare SimChart, Eslevier

- Designed the eLearning portal called SimChart, that helps staff and students with their study.
- Championed UX for SimChart 2.0, eLearning portal by Eslevier. Implemented effective, modular data capture for nurses, reduced cognitive load by 20% using visuals instead of overwhelming text only inputs to assess or take readings.
- Collaborated with the business team and stakeholders as part of Technology group for Usability/design inputs in an agile mode, participating in collaborative JAD sessions with Tech Lead, BA, SME and Business users to streamline requirements.

Prior Work as Product Designer

Emantras, Founding Designer

- Established a design studio for conceptualizing consumer-centered products for the Australian market, developed go to market applications of Arlec's patented LED solutions.
- Designed suitable products for Arlec to help grow their vision and business. Recommended solutions to popularize their product, Lednium with go to market concepts.
- Managed and collaborated with design team to cater to requirements of Arlec. Delivered end-to-end product designs from conceptualization to manufacturing drawings..

Other Explorations

- Enabled a startup, [Fitoori A](#), from inception to 'shopify' stage, a jewelry co-creation hub for customers to own their fashion statement.
- Contributed to Gravit Designer product features, testing and development, later acquired by Corel.
- Explore AI/ML concepts to gain a working knowledge. Created a chat model to generate 80% realistic content.
- STEM initiative with SteameZY to enable design thinking for middle school students and parents.
- Created usability focused CSS mod for gaming platforms, later absorbed as product features

Design Casetudy 1: [Energy Order Outlook](#)

Design Casetudy 2: [Care App](#)

Dev. Exploration 1: [CSS Grid](#)

Dev. Exploration 2: [Design Tokens and Themes](#)

Dev. Exploration 3: [Dashboard Widget](#)

Portfolio Website: www.ncoreux.com or [Github](#)

