






Shahrukh Khan

Product Designer | Düsseldorf, Germany

PUBLIC SPEAKING

-  **The Human Touch in AI-Powered Travel**
Organized and spoke at UX Meetup at trivago
[Presentation link](#)
-  **From Impossible to Possible: How AI is Unlocking New Possibilities in Hotel Search**
Spoke at ProductTank Düsseldorf
[Youtube video](#)
-  **How collaboration works in trivago: Product designer perspective in a tech-driven company**
Spoke at Digital Career Institute Düsseldorf

WORK EXPERIENCE

-  **Senior Product Designer — trivago N.V.**
Jun 2020 — Current date (Germany)
 - Organized the first UX meetup and presented on an AI project to enhance consumer experience.
 - Led AI initiatives, including prompt regeneration with data scientists to leverage Google's LLM models.
 - Conducted weekly user interviews and continuous discovery to identify product improvement opportunities.
 - Designed for web, mobile web, and apps, while mentoring interns and coaching them for growth.
 - Spearheaded OKR workshops, design sync sessions, and Figma-based collaborations to optimize team alignment and workflow.
-  **Senior UX Designer — Myntra and Jabong**
Aug 2016 — Mar 2020 (India)
 - Redesigned apparel filters, boosting user engagement by 7% and increasing revenue by 2%.
 - Streamlined checkout flow for smoother payments and review processes.
 - Revamped landing page to enhance retention and attract new users with engaging content.
 - Led incremental growth hack projects, driving both revenue growth and product engagement.

Additional experience with two companies and education ->

Portfolio

iamshahrukh.in

Contact

shahrukh7000@gmail.com

Socials

[LinkedIn](#)
[Instagram](#)

Industry knowledge

Product design
Leadership
Design mentorship
Strategy
Collaboration
Planning
Research
Visual design
Design system
Design sprints
Responsive design
AI & Machine learning
OKR methodology

Tools

Figma
Sketch
Ustertesting
Userzoom
Hotjar
Principle
Adobe Xd
Adobe Photoshop
Adobe Lightroom
InVision
Zeplin

Other interests

Cycling
Photography
Running

WORK EXPERIENCE (CONTINUE)



UX Designer — Collegedunia

Nov 2015 — Jul 2016 (India)

- Sole designer responsible for everything from product design to marketing.
- Redesigned the product website from scratch.
- Conducted field research to understand students' pain points in the search process.
- Collaborated closely with the CEO and CTO to understand the business and how design improvements could support it.



UI Designer — Clicklabs

Feb 2015 — Oct 2015 (India)

- My first experience working in a service-based company.
- Worked on foundational elements, ensuring consistency across app and website designs.
- Gained knowledge on design guidelines and the hand-off process.
- Mentored by one of the best designers.

EDUCATION & COURSES



Digital Psychology & Behavioral Design

2020 (Online)



Android Development

2015 (India)



Masters in Computer Application (MCA)

2013 - 2015 (India)



Bachelors in Computer Application (BCA)

2010 - 2013 (India)

Portfolio

iamshahrukh.in

Contact

shahrukh7000@gmail.com

Socials

[LinkedIn](#)

[Instagram](#)

Industry knowledge

Product design

Leadership

Design mentorship

Strategy

Collaboration

Planning

Research

Visual design

Design system

Design sprints

Responsive design

AI & Machine learning

OKR methodology

Tools

Figma

Sketch

Ustertesting

Userzoom

Hotjar

Principle

Adobe Xd

Adobe Photoshop

Adobe Lightroom

InVision

Zeplin

Other interests

Cycling

Photography

Running