

Wahab Ali Khan

Product Designer

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Profile

Product Designer with 4+ years shipping complex digital products in agile, multi-disciplinary teams. I have a Computer Science background, an NN/g UX Certification, and I work closer to the codebase than most designers, using AI-assisted workflows (Claude Code, VS Code, Git) to prototype directly in code and close the gap between design intent and shipped product.

I specialise in complex, data-heavy B2B products, designing for technical users where clarity, system thinking, and error prevention matter. I'm comfortable in a design system, in Figma, and working alongside engineers in a real codebase. I care about the gap between what's designed and what actually ships, and I do something about it.

Professional Experience

AI Product Designer, Adverity 04/2026 – 06/2026 | Vienna, Austria (Remote)

- Designed AI-powered features for a data and marketing intelligence platform used by analytics and BI teams, working across discovery, interaction design, and delivery.
- Built a closer-to-code design workflow using Claude Code, VS Code, and version control (Git), moving between Figma and the live codebase to prototype and validate design decisions against the real product, with changes reviewed by engineers before shipping.
- Collaborated with engineering to ensure design intent translated cleanly into production UI throughout.

Mid-level Product Designer, Matillion 05/2025 – 03/2026 | Manchester, UK

- Led end-to-end design of complex, developer-facing features across the full lifecycle: discovery, problem framing, interaction design, prototyping, usability testing, and implementation support.
- Designed a side-by-side diff interface for high-risk pipeline actions, making system changes transparent and reviewable before actioning. Achieved a 34% increase in successful workflow completions (commits) and 15% reduction in error recovery actions (resets). Prototyped directly with engineers to validate feasibility and refine the interaction model under real technical constraints.
- Led design for pipeline variables and schema features, complex multi-step workflows for technical users where clarity, error prevention, and system transparency were critical. Conducted user interviews that reframed scope from a surface feature to a broader service improvement, boosting stakeholder confidence by 12.3% and preventing misdirected development effort.
- Partnered closely with front-end engineers on interaction behaviours, states, edge cases, and technical constraints, attending implementation reviews regularly to close the gap between design intent and shipped product.
- Mentored junior designers and placement students through design critiques, pairing sessions, and guidance on interaction design, accessibility, and systems thinking.
- Used usability testing, behavioural analytics, and support data to drive iterative improvements, grounding design decisions in evidence throughout.

Associate Product Designer, Matillion 09/2023 – 04/2025 | Manchester, UK

- Took end-to-end ownership of features from concept through release across multiple core workflows, balancing user needs, technical feasibility, and delivery speed in a fast-moving agile environment.
- Translated user research findings into actionable design decisions, validated through structured usability testing and iterated based on observed behaviour and analytics data.
- Worked in a multi-disciplinary team alongside product managers, engineers, and researchers, driving design decisions forward while staying closely aligned with engineering on implementation quality and handover.
- Took ownership of evolving and maintaining the ETL design system at scale, expanding component coverage, improving accessibility (WCAG 2.1) compliance, and onboarding other designers and engineers onto the system as it matured.

Junior Product Designer, Matillion 07/2021 – 08/2023 | Manchester, UK

- Built Matillion's ETL design system from scratch as the sole designer: components, variants, auto layout, patterns, edge cases, and documentation. Reduced design task completion time by 36.1%, measured through structured before/after task testing with the design team. Mapped components to the Sencha GXT framework and introduced custom components where the framework fell short.
- Embedded UX culture into the engineering team, ran sessions on UX fundamentals, introduced the design system as a shared working resource, and established a rhythm where engineers engaged with design thinking earlier in the process.
- Led interaction design for key developer-facing features, simplifying complex multi-step workflows for technical users.
- Conducted usability testing and iterated designs based on observed user behaviour, helping embed an evidence-based approach to design decisions across the team.

UI/UX Intern, The Lead Magnet Agency 10/2020 – 01/2021 | London, UK

- Supported UX research, prototyping, and iteration for client websites and digital campaigns.
- Collaborated with senior designers to improve user journeys and task completion rates.

Case Studies/Selected Projects

The Designer Who Ships Code, AI-assisted design workflow, Adverity

Closer-to-code design practice using Claude Code, VS Code, and version control, moving between Figma and a live codebase to prototype and validate design decisions against the real product, with engineers reviewing changes before anything shipped. Full case study at wahabalikhan.com [↗](#)

Designing confidence into a high-risk engineering workflow, Matillion

34% increase in successful commits and 15% fewer error recoveries. Redesigned the version control workflow so data engineers could see exactly what they were about to change before committing, building confidence and reducing mistakes.

From Framework to Design System, Matillion

36.1% reduction in design task completion time. Built the full component library, patterns, and documentation from scratch as sole designer, while embedding UX practice into how the engineering team worked.

Reframing a quick-win request into a user-validated strategy, Matillion

Paused a quick-win feature request to conduct user interviews, reframing scope from "add search" to fixing schema usability end-to-end. Boosted stakeholder confidence by 12.3% and prevented misdirected development effort.

These projects involved designing for technically complex, high-trust environments where clarity, accessibility, and error prevention were critical.

Skills

Design

Product design · Interaction design · End-to-end service design · Rapid prototyping (Figma, code) · Usability testing · Design systems · Component libraries · Accessibility (WCAG 2.1)

Research & Data

User interviews · Behavioural analytics · Qual + quant synthesis · A/B testing · Metrics-driven iteration

Collaboration

Agile delivery · Multi-disciplinary teams · Engineering partnership · Stakeholder alignment · Mentoring

Tools

Figma (components, DevMode, advanced prototyping) ·

FigJam · Design systems · Miro · Confluence · Jira · Heap · Pendo · UserTesting · Exploration of AI-assisted design workflows

Engineering

HTML · CSS · JavaScript · React fundamentals · Git / GitHub · Claude Code · Vite · Supabase · Working in a live codebase

Domains

Complex B2B SaaS · Data pipeline tooling · Developer-facing products · AI-powered features · Design-to-code workflows

Soft Skills

Consensus-building · Clear communication · Handling ambiguity · Bias for action · Evidence-based mindset

Education

BSc (Hons) Computer Science, *University of Bradford*

Grade: First class, Diploma of Industrial Studies (88%), Placement year at Matillion

09/2019 – 07/2023 | Bradford, UK

Certifications

Nielsen Norman Group UX Certification (ID: 1081116) [↗](#)

Application Design for Web and Desktop, Information Architecture, UX Deliverables, Analytics and User Experience, Measuring UX and ROI