IRFAN ESKKAK

Senior UX Engineer

AI-native Product Designer - SaaS, Web & Mobile Products - Innovative Problem Solver

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PROFESSIONAL SUMMARY

Senior UX Engineer who bridges the gap between user needs and business outcomes. With 8+ years across SaaS platforms, web applications, and mobile products, I bring deep expertise in B2B product design, AI-assisted UX workflows, and design-to-code implementation, backed by a strong foundation in design thinking, agile collaboration, and stakeholder management.

CORE SKILLS

Product & UX	B2B B2B Product Design | UX Research | Interaction Design | Information Architecture | User Flows | Wireframing | Prototyping | Usability Testing | Accessibility | Design Systems | Product Strategy
UX Engineering	Design Engineering | AI-Assisted Development | Front-End Development | Design-to-Code Implementation | Responsive UI Development | Component-Based Design | Design System Implementation | UI Prototyping
AI & Prototyping	AI-Assisted UX Workflows | Generative AI Prototyping | Prompt Engineering | AI-Assisted Product Design | Conversational UX | Rapid Prototyping
Visual & Brand	Visual design | Brand identity | Creative direction | Pitch decks | eBooks | Presentations
Ways of Working	Agile | Design Thinking | Stakeholder Management | Cross-Functional Collaboration | Client Presentations | Project Management | Team Training
Tools	Cursor | Codex | Claude Code | Google Antigravity | Xcode | Figma | Adobe Creative Suite | Relume | Lovable | Bolt | GitHub | Google Workspace

PROFESSIONAL EXPERIENCE

Infobrandz | Full-time

Dubai, UAE; Wilmington, DE, USA | Jul 2022 - Present

Promotion path: Senior Graphic Designer & Visual Marketing Strategist -> Senior Product Designer -> Senior UX Engineer

Senior UX Engineer | May 2026 - Present

- Develop front-end solutions using Cursor, Google Antigravity IDE, Claude Code, and AI-assisted development platforms, with working proficiency in React.
- Build macOS and iOS application prototypes using Xcode, leveraging rapid prototyping and code-assisted workflows to translate design concepts into functional products.
- Utilize CLI tools and cloud-based collaboration platforms to streamline development workflows and improve cross-functional coordination.
- Apply AI-driven image generation and generative AI prototyping techniques to create high-quality visual assets for product interfaces, presentations, and marketing use cases.

Senior Product Designer | Jun 2023 - May 2026

- Led end-to-end B2B product design for eFuel's SaaS platform, covering discovery, UX flows, responsive design, cross-platform design, UI systems, prototyping, stakeholder review, and delivery.
- Demonstrated strong proficiency in Figma and Adobe Creative Suite, integrating AI-assisted UX workflows to improve efficiency and deliver production-ready UI systems.
- Communicated directly with top-level clients and stakeholders, presenting design concepts, gathering feedback, and aligning product experiences with strategic business goals.
- Created design systems, high-fidelity prototypes, user flows, and design-to-code handoff assets for web and SaaS applications.

Senior Graphic Designer & Visual Marketing Strategist | Jul 2022 - Jun 2023

- Created visual design systems, brand assets, marketing collateral, brochures, catalogs, logos, and social media creatives for client-facing campaigns.
- Supported visual strategy and conversion-focused marketing assets across presentations, pitch decks, product interfaces, and client communications.

Founder, Senior Graphic & UX/UI Designer | DeZignkart

Thiruvarur, India — Jun 2021 - Jul 2022

- Founded and led a full-service design consultancy, growing the client base to 15+ brands within the first year.
- Led product design for a Singapore-based matrimonial SaaS platform, including UX research, personas, user flows, and high-fidelity prototypes.
- Conducted user research and usability testing, identifying 3-5 critical pain points per project and converting findings into actionable improvements.
- Delivered empathy maps, user personas, storyboards, site maps, low-fidelity wireframes, high-fidelity UI, and presentation-ready prototypes.

- Managed recruitment and training for junior designers while delivering digital and print campaign assets for 10+ clients.

Asst. Marketing Manager cum Graphic Designer | MA Enterprises

Pudukkottai, India — Nov 2019 - May 2021

- Prepared UX/UI research analysis for the company's e-commerce mobile app, informing a full redesign initiative.
- Designed, developed, and launched the company website after user research and usability testing, increasing online inquiries by an estimated 35%.
- Managed branding, advertising, and promotional campaigns across print and digital channels, lifting brand awareness by an estimated 25%.
- Analyzed market trends and campaign performance, contributing to an estimated 15% increase in qualified leads from social media.

Marketing Consultant - Digital & Print Media | Fruits N CocoNuts

Pudukkottai, India — May 2019 - Nov 2019

- Managed Facebook and Instagram marketing presence, growing combined following by an estimated 40%.
- Designed social media posters, brochures, and flyers while maintaining consistent brand voice and visual identity.

PROJECTS

SketchBoard

SketchBoard | Infinite Canvas for Ideas & Design | https://sketchboard.irfaneskkak.workers.dev

SketchBoard is an infinite canvas for brainstorming, wireframing, diagramming, flowcharting, mind mapping, and visual collaboration. Create, organize, and present ideas with intuitive drawing tools, shapes, text, images, and frames in a clean, distraction-free workspace.

EARLIER EXPERIENCE

- Freelance Graphic Designer, Self-Employed | Delivered freelance graphic design services across print and digital platforms, creating brand assets, marketing collateral, social media creatives, illustrations, and client-focused design deliverables. | May 2017 - Mar 2019
- Human Resource Trainee, Park Hyatt | Supported HR operations across trainee onboarding, documentation, attendance records, induction support, employee engagement, and HR administration. | Jan 2019 - Apr 2019
- Management Intern, Cox & Kings | Supported travel product marketing, customer outreach, lead generation, itinerary preparation, collateral design, and market analysis. | Jun 2018 - Jul 2018
- Intern, Thomas Cook India Limited | Gained experience in visa processing, travel documentation, passenger formalities, leisure travel operations, customer service, and foreign exchange product support. | May 2016 - Jun 2016

EDUCATION

- Master of Business Administration (MBA) | Hindustan Institute of Technology & Science, Chennai | CGPA: 9.0 | University Gold Medalist | 2019
- B.Sc., Hotel Management | Jamal Mohamed College, Bharathidasan University, Tiruchirappalli | CGPA: 8.9 | University Gold Medalist | 2017

CERTIFICATIONS

AI Certifications

- AWS AI Practitioner Challenge | Udacity | Issued Apr 2026
- Certificate of Completion: Claude 101 | Anthropic | Issued Mar 2026
- Certificate of Completion: Introduction to Agent Skills | Anthropic | Issued Mar 2026
- Certificate of Completion: Claude Code in Action | Anthropic | Issued Mar 2026

Design, Marketing & Travel Certifications

- Membership Certificate | IxDF, The Interaction Design Foundation | Issued Feb 2024
- Certification in Fundamentals of Digital Marketing | Google | Issued Nov 2019
- Foundation in Travel and Tourism | International Air Transport Association, IATA | Issued Mar 2013
- Advanced Airline and Travel Management Program | Institute of Airlines & Travel Agencies, Chennai | Issued Jul 2012

AWARDS

- Commended by the Hon'ble Governor of Tamil Nadu for University Gold Medal achievement and contributions to promoting tourism; ranked 1st in the MBA programme at Hindustan University for 2017-2018 and 2018-2019.
- Ranked 1st in the B.Sc. programme at Jamal Mohamed College in 2017; received the Proficiency Award in Arabic in 2017.