

Sikandar Ali Abdul

Senior UX Architect · Design Systems · Enterprise SaaS · Agentic AI

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PROFESSIONAL SUMMARY

Senior UX Architect with 11 years of experience designing enterprise SaaS platforms, government civic systems, and consumer products. Founding designer of Javelina, a configuration-driven multi-tenant health insurance SaaS platform serving Fortune 500 clients including Cigna, built on a three-tier hierarchical theming engine that deploys new client brands in under 24 hours. Deep expertise in design systems, information architecture, and bilingual (RTL) design. Since 2025, independently shipping AI-powered products using agentic workflows, applying AI as a design and build tool rather than treating it as a product category. Works at the intersection of design architecture, product thinking, and engineering.

EXPERIENCE

Senior UX Architect · Mphasis

May 2015 – Present | Pune, India

Javelina — Enterprise Health Insurance SaaS Platform

2021 – Present

- Architected and led UX for Javelina, a configuration-driven multi-tenant SaaS platform for the US enterprise health insurance market; built and led a team of four designers across the full product lifecycle.
- Designed a three-tier hierarchical theming system (Insurer to Employer to Member) enabling full white-label brand customisation without code changes; clients include Cigna, Keenan, Aptia, and Bywater.
- Built a 120+ component design system powering web and mobile experiences across multiple enterprise tenants with consistent interaction patterns, design tokens, and documentation.
- Redesigned the Open Enrollment flow from 9 steps to 5 through decision-flow restructuring, significantly reducing dropoff at the most critical point in the user journey.
- Achieved new client theme deployment in under 24 hours; feature velocity of 2 days design, 3 days development, a direct result of the theming architecture and component system.
- Designed white-label iOS and Android mobile apps rebrandable per client in 1 to 2 days, extending the platform's multi-tenant model to native mobile surfaces.

Dubai Municipality — Government Civic Platform

2020 – 2021

- Led UX for a large-scale bilingual civic services platform serving millions of Dubai residents; worked onsite in the UAE presenting and approving deliverables directly with senior government stakeholders.
- Delivered full English and Arabic design with RTL layout support across web and mobile, covering a population spanning 180+ nationalities with zero onboarding tolerance.
- Designed information architecture and service flows across a broad portfolio of digital government services including permits, payments, land services, and food safety.

Jet Airways — Consumer Multi-Platform

2015 – 2019

- Designed end-to-end digital experiences for one of India's largest airlines across web, iOS, Android, and Apple Watch.
- Shipped iOS and Android apps and an Apple Watch companion app, all live in production until the airline's closure in 2019.
- Developed a responsive component library supporting consistent multi-device coverage across the airline's digital product suite.

Founder & Product Designer · Blinkwiser

2025 – Present | Pune, India

- Designed and shipped Carousel Builder, a LinkedIn carousel PDF generator powered by a two-agent AI pipeline (StrategistAgent to TemplateAgent); live in production with active users on a freemium model.
- Designed and shipped Video Course Builder, a seven-stage AI-powered pipeline that transforms a topic into a fully scripted, visually directed course; live in free beta with teacher, student, and admin roles.

– Led product design, UX architecture, and agent workflow design entirely solo for both products; AI is used as a design and production tool throughout the process, not as the product itself.

UX Designer · IBN AI QYM

Mar 2014 – Mar 2015 | Doha, Qatar

– Designed and delivered UI for web platforms in a client-facing agency environment; presented visual designs to clients and managed approval workflows.

UI/UX Designer · ITAD Learning

Jan 2012 – Dec 2013 | Pune, India

– Designed mockups for web applications; created brand and marketing assets; collaborated with product and engineering teams.

Web & Graphic Designer · Wahab Studio

Aug 2007 – Dec 2011 | Pune, India

– Delivered web and print design across multiple client engagements; created mockups, visual designs, and magazine layouts.

KEY PROJECTS & CLIENTS

Javelina	Cigna, Keenan, Aptia, Bywater — founding designer on a multi-tenant enterprise health insurance SaaS platform for the US market, serving Fortune 500 clients.
Dubai Municipality	Bilingual civic services platform with full English and Arabic RTL support; onsite UAE engagement with senior government stakeholders.
Jet Airways	Web, iOS, Android, and Apple Watch applications, all in production until 2019.
Nusuk	POC landing page approved by the Ministry of Hajj and Umrah, Saudi Arabia.
Blinkwiser	Two independently shipped AI-powered SaaS products with active users, designed solo from concept to production.

SKILLS

Design	Multi-tenant Design Systems · Information Architecture · Interaction Design · Usability Testing · Journey Mapping · Design Tokens · Hierarchical Theming · White-Label Configuration · Bilingual / RTL Design · Accessibility (WCAG) · Agentic UX Patterns
Tools	Figma · FigJam · Framer Motion · Protopie · Storybook · Zeplin · Maze · Miro
Technical	React / Next.js · TypeScript · HTML / CSS · CSS Variables / Design Tokens · LangChain / LangGraph · REST APIs · Appwrite · Vercel
Leadership	Team of 4 designers · Cross-functional stakeholder management · Enterprise health insurance (US) · Government civic platforms · Consumer mobile (iOS / Android / Watch)

EDUCATION

Bachelor of Business Administration (BBA)

2011 – 2013

Mahatma Gandhi University