Sikandar Ali Abdul

Lead UX Designer

Health insurance, government services and AI products

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Pune, India, open to relocating

PROFILE

I've spent 11 years in UX. For the last six, I've been the founding designer and then UX lead on a white-label US health-insurance platform used by **insurers, employers and members**, from its first screen to production. Before that, I brought nine Dubai Municipality apps into one, in Arabic and English, and designed for Jet Airways' consumer apps. I also lead my team's use of **AI in design delivery**.

EXPERIENCE

Mphasis · White-label US health-insurance platform

UX Lead

`Oct 2020 to present`

Joined as the platform's first designer and now lead a team of **four UX designers** (official title: Technical Delivery Lead), signing off the UX on every release for **three live clients**, including a Fortune 500 company.

- Set up how design runs on the platform: workshops with business analysts before design, UX validation on every build, a designer's review of every AI-generated screen, and an agreement with the tech lead that each component state is built once.
- Redesigned open enrollment so members say who's covered once, instead of again for every coverage. It went **from 9 steps to 5** and is live for all three clients. The new order didn't match the backend's data model, so I agreed a phased backend change with engineering.
- Theming a new client or sales demo now takes **under a day** instead of weeks, thanks to three tiers of design tokens (insurer, employer and member) I set up behind a **120+ component** system for web, mobile web, iOS and Android.
- Rewrote the design system as skill files that AI tools can follow. With business analysts, a Jira story now becomes an engineering-ready screen in **three or four days** instead of one or two weeks. It was my own idea, and my designers and the wider org's UAT team use it.

Blinkwiser

My own AI products

`Jul 2026 to present`

Built **Agentic Carousel**, which turns a topic into a LinkedIn carousel. The first version made up its own statistics, so over two months I rebuilt it with AI coding agents. Every figure is now checked against a source and any edit can be undone. It's live with real users, and **Video Course Builder** is in beta.

Mphasis · Dubai Municipality

Senior UX Designer

`Nov 2019 to Sep 2020`

Lead designer, onsite in Dubai for 11 months, on the one app that replaced **nine separate Municipality apps**. Designed the five-tab structure, the dashboard, and service groups from a card sorting workshop with stakeholders. Set up Arabic as a right-to-left template on a low-code platform, and the app launched while I was there.

Mphasis · Jet Airways

UX Designer

`Oct 2015 to Nov 2019`

One of several designers on the consumer apps for web, iOS, Android and Apple Watch. My part was how people choose a fare, see the full price and add extras, and all of it stayed live until the airline closed in 2019.

IBN Al QYM · ITAD · Wahab Studio

UX, UI and graphic design

`2007 to 2015`

UI for client web platforms at an agency in Doha. Before that, web mockups, brand and print design.

SKILLS

Design
Design systems and tokens, AI-readable design systems, white-label theming, information architecture, interaction design, usability testing, Arabic and English layouts (RTL)

AI in delivery
Design to code with Claude Code, GitHub Copilot in VS Code, Google Antigravity and the Figma MCP · agents with LangChain and LangGraph · prototypes in Lovable

Design tools
Figma, FigJam, Storybook, Zeplin, Maze, Miro, Adobe XD

Technical
React and Next.js, TypeScript, HTML and CSS, design tokens

EDUCATION

IIT Roorkee
PG Certificate in Forward Deployed AI Engineering · in progress, 2026

Mahatma Gandhi University
Bachelor of Business Administration · Meghalaya, 2011 to 2013

DeepLearning.AI
Agentic AI · AI Agents in LangGraph