Sana Jafri

User Experience Designer

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Professional Summary

Innovative UX Designer with 5+ years of experience leading end-to-end design for complex physical-digital systems, including autonomous platforms and human-machine interfaces. Specialized in multimodal interaction, cross-functional collaboration, and design strategy for embedded and hardware-integrated products. Demonstrated success in user-centered solutions for advanced mobility, automation, and autonomous technologies. Well-versed in fast-paced, global environments.

Experience

Senior UX Designer, Advanced Development | Mitsubishi Electric
July 2021 – Present | Northville, MI - Toronto, ON

- Leading the UX vision and strategy for in-cabin monitoring and autonomous projects in a global, cross-functional team.
- **HubPilot:** Led UX design for HubPilot, an autonomous platform for Distribution Yard management. Designed and tested dashboard interfaces for monitoring/managing autonomous yard trucks with robotic arms. Developed workflows for live fleet control, real-time telemetry, and trailer handling.
- **MobiUX:** Designed and tested an in-house driving simulator to develop and validate impaired driving detection algorithms. Contributed to simulator UX and experimental protocol design; system achieved over 80% detection accuracy till date.
- **FLEXConnect™:** Designed and deployed FLEXConnect™, an integrated experience platform featuring automated Emergency Response, Impairment Detection, Distraction and Cognitive Load Monitoring, Vitals and Biometric Tracking, and environment-aware personalization.
- Cross-collaborated with DMS, ADAS, AI, cloud, and hardware teams in the US, Japan, and Germany.
- Conceptualized and designed demo vehicles for CES 2023, '24 and '25 , contributing to key OEM and Tier 1 partnerships.
- Regularly lead workshops on UX frameworks, best practices, and team ideation.

UX Designer | University of Michigan
Jun 2020 – Dec 2020 | Ann Arbor, MI

- Designed and developed the digital version of UM's 'Leaders & Best' magazine, increasing readership by 40%.
- Built a platform for UM and partner institutes to present R&D work and giving opportunities.
- Conducted user research and designed reusable templates for donor funding opportunities, increasing engagement by 40%.

UX Consultant | Pfizer
Jan 2020 – Apr 2020 | Ann Arbor, MI

- Led user interviews, heuristic evaluation, and usability testing for Pfizer's Business Process Management tool, reducing task completion time by 30%.

UX Developer Intern | ITU, United Nations
Jan 2018 – July 2018 | Geneva, Switzerland

- Developed web-based applications on MVC and Entity Framework, reducing workload by 30%.
- Redesigned the WSIS Stocktaking website, increasing viewership and project submissions by 45%.

Education

University of Michigan, Ann Arbor, USA
MS in Information (HCI/UX),
GPA: 3.9
Aug 2019 – Dec 2020

Dr APJ Abdul Kalam Technical University, India
B.Tech in Information Technology,
GPA: 3.94
Aug 2015 – May 2019

Skills

DESIGN
Interaction Design, Automotive UX, Multimodal Interfaces, Wireframing, Prototyping, Visual Design, User Flows, Storyboards, Personas, AR/VR Prototyping, A/B Testing, Usability Evaluation, IoT, Cognitive Ergonomics, Systems Thinking

TOOLS
Figma, Invision, Sketch, Adobe XD, Abstract, Photoshop, Illustrator, InDesign, Blender, Unity, Unreal Engine, Vuforia, ARCore, ARKit, VS Code

CODE
HTML, CSS, JavaScript, PHP, XML, Python, C, C++, C#