

Sana Jafri

Product & Experience Designer

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Professional Summary

Senior Product & Experience Designer with 5+ years delivering end-to-end UX for **embedded, device, in-vehicle and enterprise platforms**. Experienced leading **human-centered design, automotive HMI, multimodal interaction, and hardware-integrated systems**, from research and prototyping through **scalable design frameworks** and cross-functional delivery. Proven ability to translate user needs into **production-ready digital and physical interfaces** across complex Agile environments.

Experience

Senior UX Designer, Advanced Development | Mitsubishi Electric

July 2021 – Present | Northville, MI - Toronto, ON

- Led **end-to-end UX and HMI design** for **embedded platforms** across **physical controls and in-vehicle interfaces, establishing scalable interaction frameworks** with hardware and software teams.
- Designed and delivered **FLEXConnect™**, an **embedded in-vehicle experience platform** integrating **safety-critical features** including Emergency Response, Impairment Detection, and Driver State Monitoring.
- Developed scalable **visual systems and interaction frameworks** ensuring cohesive behaviors across safety, monitoring, and personalization features.
- Created **narrative flows, feature storyboards, and high-fidelity UI explorations** to communicate **future-state interaction** models.
- Led UX for **HubPilot, a remote device and vehicle command platform**, designing **secure remote control workflows**, system status feedback, and **real-time telemetry interfaces** for autonomous vehicles.
- Designed **MobiUX, a simulation-based driver impairment detection prototype**, to **align hardware and algorithm performance** (achieved >80% accuracy).
- **Conceptualized and designed demo vehicles** for CES, showcasing **hardware/software integration**, contributing to key OEM and Tier 1 partnerships.
- Collaborated with **global product, engineering, and hardware teams** while facilitating design workshops that influenced **experience strategy and component-level UX documentation**.

UX Designer | University of Michigan

Jun 2020 – Dec 2020 | Ann Arbor, MI

- Designed **visually engaging, data-dense digital experiences** for the Leaders & Best platform, increasing engagement by **40%**.
- Conducted **user research** and **usability testing** to build **scalable UI systems**.

UX Consultant | Pfizer

Jan 2020 – Apr 2020 | Ann Arbor, MI

- Led user research, heuristic evaluation, and usability testing for an **enterprise Business Process Management application**, reducing task completion time by **30%** and improving workflow clarity.

UX Developer Intern | ITU, United Nations

Jan 2018 – July 2018 | Geneva, Switzerland

- Developed **web-based enterprise applications** on MVC and Entity Framework, **reducing workload by 30%**.
- Redesigned **operational dashboards**, increasing 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

Product & Interaction Design, Human-Centred Design, Automotive UX, Human Factors, Multimodal Interfaces, Prototyping, Visual Design, Design Systems, Component Libraries, UI Branding, User Flows, Storyboards, Personas, Journey Mapping, A/B Testing, Usability Evaluation, Accessibility, Wireframing

TOOLS

Figma, Sketch, Adobe XD, ProtoPie, Photoshop, Illustrator, ZeroHeight, Atlassian - Jira & Confluence, Miro, Blender, Unity, Unreal Engine, VS Code

CODE

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