

Sana Jafri

Product & Experience Designer

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Professional Summary

Senior Product & Experience Designer with 6+ years of experience across enterprise, fleet, and connected automotive products spanning web, mobile, and embedded experiences. Skilled at translating complex systems, real-time data, and technical constraints into clear, scalable workflows and interaction systems. Strong cross-functional partner across product, engineering, research, and hardware.

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 automotive platforms, translating complex system behavior into scalable interaction models **across in-vehicle, web, and companion mobile experiences**.
- Led UX for **FLEXConnect™**, a connected automotive platform spanning in-vehicle and companion mobile experiences, defining cross-platform interaction patterns, system behavior, and real-time state transitions.
- Led UX for **HubPilot**, a real-time fleet orchestration web application for autonomous distribution-yard operations, designing operator workflows, control systems, and high-density interfaces around vehicle telemetry and fleet states.
- Structured information architecture and interaction systems for complex, data-dense products, balancing system states, controls, feedback, and power-user workflows.
- Led design for **Athena (Serendie)**, an enterprise platform for cross-business-unit data capture and analysis, shaping product strategy and human-in-the-loop AI workflows.
- Partnered with product, engineering, hardware, and external teams to translate ambiguous technical requirements into interaction models, prototypes, and detailed specifications.
- Designed and validated **MobiUX**, a simulation platform for driver-state and impairment detection, aligning UX with real-time system and model behavior.
- Conceptualized and designed CES demo vehicles, integrating hardware and software experiences and supporting OEM and Tier 1 partnerships.

UX Designer | University of Michigan

Jun 2020 – Dec 2020 | Ann Arbor, MI

- Designed and delivered responsive digital interfaces for the Leaders & Best platform, **increasing readership by 40%**.
- Conducted user research and usability testing to develop reusable UI templates and **improve donor engagement by 25%**.

UX Consultant | Pfizer

Jan 2020 – Apr 2020 | Ann Arbor, MI

- Led UX research, evaluation, and usability testing for an enterprise Business Process Management application, **reducing task completion time by 27%** 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%**.

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

Human-Centred Design, Automotive UX, Web and Mobile UX, Multimodal Interfaces, Prototyping, Wireframing, Design Systems, Component Libraries, UI Branding, User Flows, Storyboards, Usability Evaluation, AI Workflows

TOOLS

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

CODE

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