

Faiza Khan

CX Consultant & Service Designer

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Summary

I'm a CX Consultant and Service Designer with a background in product design, education, and sociology. I am drawn to untangling messy, multi-stakeholder journeys and turning them into service blueprints and strategies that actually hold up in the real world. That comes from solid UX research grounding.

My peer-reviewed paper on service design for stray animal welfare in India, presented at the ServDes'25 conference, reflects how I work; sitting with messy, real-world problems long enough to understand them properly.

Based in Dubai, and looking to contribute to research-led CX and service design work.

Research and Publication

Animal-Centered Service Design for Stray Animals in India

ServDes'25 – Service Design Conference 2025 | Indian Institute of Technology (IIT) Hyderabad, India ([Publication Link](#))

- Designed and executed research involving 18 stakeholder interviews and site immersions across 5 NGOs, mapping the full stray animal welfare service ecosystem.
- Applied Service design frameworks, including stakeholder mapping, journey mapping, and service blueprinting, to translate field findings.
- Presented the accepted paper at the ServDes'25 conference hosted at IIT Hyderabad, India (October, 2025)

Work Experience

CX Consultant

Al Ghurair Investment | Dubai, UAE | August 2026 (freelance contract)

Automotive retail group; engaged to redesign customer-facing journeys across sales.

- Built a full lead-to-sales service blueprint spanning Discovery, Engagement, Consideration, and Ownership stages, mapping interactions across CRM (D365), contact centre (Genesys), WhatsApp, and CMS touchpoints.
- Designed WhatsApp chatbot conversation flows for after-sales service.

Design Technology Teacher

Obero International School | Mumbai, India | July 2023 – June 2025

IB World School; taught MYP Product Design (Grades 6-8) and DP Design Technology (Grades 11).

- Conducted qualitative student needs assessments at the start of each unit across grade levels using observation, one-on-one conversations, and iterative feedback sessions, identifying individual learning gaps and adapting curriculum delivery based on qualitative evidence.
- Embedded human-centered design research methodology into every project cycle, guiding students through contextual inquiry, empathy mapping, user interviews, and iterative testing, building hands-on experience facilitating research processes from brief to insight.
- Observed and assessed student behavior patterns across cohorts over two years, identifying systemic challenges in design comprehension and iterating on teaching approaches based on qualitative findings.

Community and Research Coordinator (Part-time)

Mastry | Remote | July 2024 – June 2025

Online UX education platform offering recorded and live cohort-based courses in UX design.

- Planned and led an end-to-end learner research study including; survey design, in-depth interviews, and thematic synthesis, uncovering pain points in the course experience and presenting actionable recommendations to leadership.

- Managed day-to-day learner engagement across communication channels (course dashboard, WhatsApp, and email), monitoring recurring queries and sentiment patterns to surface informal research signals that informed content and platform decisions.

User Experience (UX) Designer

LTIMindtree | Mumbai, India | July 2022 – May 2023

Global technology consulting company; worked within the UX practice on client-facing product projects.

- Co-facilitated a 2-day design sprint for a banking and fintech client, contributing to ideation sessions, translating research insights into design directions, and presenting findings to the client stakeholders.
- Conducted user interviews for an e-commerce client, synthesized findings through affinity and identified key usability issues that informed design recommendations presented to the client stakeholder team.

Design Research Intern

Think Design Collaborative | Remote | June 2020 – July 2020

Strategic design consultancy specializing in human-centered design and research.

- Independently planned and conducted primary qualitative research including interviews, surveys, and observational studies, producing a research report on mental health experiences during the COVID-19 lockdown.
- Gained hands-on experience across the full research cycle: participant recruitment, data collection, qualitative analysis, and insight documentation.

Skills

Methods: Journey Mapping, Service Blueprinting, User Interviews, Contextual Inquiry, Affinity Mapping, Stakeholder Mapping, Participatory Design, Co-creation Workshops, Field Research and Ethnography, Surveys, Focus Groups

Competencies: CX Strategy, Service Design, Stakeholder Facilitation, Insight Synthesis and Communication, Workshop Facilitation, Design Thinking

Supporting: UX Research, Usability Testing, Heuristic Evaluation

Tools: Miro, Figma, Notion, Google Workspace, Microsoft Office

Education

Undergraduate diploma in Product Design

Atlas SkillTech University – ISDI | July 2018 – June 2022

- Final year thesis: Stray Safe - foundational service design research project later developed into a peer-reviewed paper presented at ServDes'25

Bachelor of Arts (BA) in Sociology

Mumbai University – IDOL | July 2018 – June 2021

Languages

English

Full Professional Proficiency

Hindi

Full Professional Proficiency