

Osmaan Akhtar

product design leader · enterprise UX · AI-enabled design

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Experience design leader with **16 years** shaping digital products and enterprise platforms across financial services, retail, healthcare and consumer goods. I combine product strategy, systems thinking and hands-on execution to simplify complex workflows, align cross-functional teams and ship **scalable, accessible experiences**, using **AI-assisted prototyping** to turn ideas into working product faster.

Experience

2008 – present

Jan 2025 – Present

Vice President, Experience Design

JPMorganChase · Chicago **Current**

- **Enterprise access and entitlements:** Lead design for Access (large corporations) and Digital Banking (startups), designing role-based permissions, user management and entitlement experiences that turn complex business rules into clear workflows across web and mobile.
- **AI-assisted prototyping:** Lead an initiative teaching design teams to build interactive prototypes with LLMs and hand off work closer to production. Work in code alongside engineers, committing to Bitbucket and reviewing pull requests.
- **Cross-functional leadership:** Present prototypes to leadership and align product, engineering and business teams on direction and inclusive, design-led decisions.

Sep 2014 – Jun 2024

Principal Design Leader

Slalom · Chicago

- **Strategic client leadership:** Led product and experience strategy for clients including Gap Inc., Old Navy, McDonald's and United Airlines, translating business problems into design initiatives from discovery to launch.
- **Business development:** Contributed to \$10M+ in annual revenue through sales pursuits and client relationships.
- **Team development:** Mentored 8–10 designers a year, supported staffing and led DEI training to grow an inclusive design practice.

Promoted from Consultant and Senior Consultant

Aug 2018 – Present

Co-Founder & Product Lead

Mubdian · Chicago

- Co-founded a retail brand for Muslim millennials and designed every product. Grew revenue **200% in year one** and reached customers in **60 countries**, using A/B testing, UX research and analytics to improve conversion and retention.

Nov 2010 – Sep 2014

Senior User Experience Designer

Isobar · Chicago

- Led UX design and research for healthcare and education clients.

Promoted from Business Analyst and Junior UX Designer

Jan 2008 – Mar 2009

User Experience Analyst

Accenture · Chicago

- Designed storyboards and prototypes and ran usability testing. Started as a college intern.

Education

M.S., IT & eBusiness Technology, Computer Science

Carnegie Mellon University

B.S., Management Information Systems

DePaul University · Minors in HCI and Arabic

Recognition

Slalom · Old Navy self-checkout
Client Impact Award for Individual Impact

Expertise

- AI-assisted prototyping
- Design-to-code
- Enterprise UX
- Product strategy
- Complex workflow design
- Design systems
- Accessibility (WCAG)
- Information architecture
- Service design
- User research & testing
- Design leadership
- Workshop facilitation

Toolbox

Figma · VS Code · Claude · GitHub Copilot · Bitbucket · Jira · Confluence · Miro · Adobe Creative Cloud

Selected clients

Allstate · United Airlines · McDonald's · Gap Inc. · Old Navy · Kraft Heinz · Sears · Cushman & Wakefield · Feeding America · RMHC · Cook County · State of Missouri

Languages

English, Spanish, Hindi/Urdu, Arabic, French

Ask me about

Working with Kanye West · Leading tour groups to Mecca · Donating a kidney · One person, one language · My side gig