

Sameer Khan

UX Strategist | Enterprise UX, AI Innovation & Global Design Leadership

Contact

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Profile

UX leader with 20+ years of experience shaping human-centered, secure, and scalable enterprise digital experiences at Oracle, Sun Microsystems, and Colayer. I bring deep expertise in interaction design, UX strategy, and systems thinking, paired with hands-on delivery of accessible, AI-driven, and enterprise-grade products used by millions globally. I lead distributed design teams across the US, Europe, and India—15 designers strong—while partnering cross-functionally to turn complex security challenges into seamless user journeys.

Career Experience

Oracle

Skills

AI/GenAI integration

Product Design Strategy

Design Leadership

Design Ops

Change Management

Agile & Lean UX

Executive communication

Design Systems

Information Architecture

Usability Testing

Prototyping & Wireframing

User Research

Interaction Design

Jira, Kanban, Sprints

Inclusive Design

- **Lead Principal UX designer**

Sep 2017 - Present · 8 yrs · Pune and Seattle, Washington

- Spearheaded UX vision and AI strategy for Oracle flagship products, including OCI Mobile, AI Solutions Hub, and generative AI tools for LLMs.
- Directed AI-first experiences across AI Document, AI Language, Mobile Voice AI, Oracle Mobile Authenticator, and National Digital Identity, driving intuitive, secure, and scalable workflows.
- Led end-to-end UX for OCI IAM, transforming authentication, access governance, federation, and biometric verification across web and mobile platforms.
- Optimized enterprise workflows for provisioning, SSO, MFA, delegated administration, and JIT provisioning, balancing usability with regulatory compliance.
- Chaired UX Review Board, conducting 300+ design reviews to enforce platform-wide design excellence.
- Built and scaled high-performing design teams, mentoring talent and embedding user-centered practices across the organization.
- Influenced strategic product decisions with data-driven insights and cross-functional leadership, shaping Oracle's enterprise UX direction.

- **Sr. Member of Technical staff**

Sep 2011 - Sep 2017 · 6 yrs, Pune and San Francisco, California

- Designed and refined UI for IDCS modules (provisioning, SSO, MFA, federation, access governance) with a focus on simplifying complex security workflows.
- Delivered UX artifacts (wireframes, prototypes, interaction specs) to support agile teams and ensure alignment.
- Audited legacy IAM products and third-party tools to define modern UI/UX patterns and enterprise standards.
- Led usability testing with enterprise clients and internal teams, iterating on advanced workflows.
- Collaborated cross-functionally with PMs, architects, and security/compliance teams to ensure regulatory-aligned, user-first designs.

Awards &

Recognitions

Oracle

OCI Design Impact Award

OCI UX Innovation Award

Product Experience Champion

Sun Microsystems

Design Excellence Award

Departmental synergy

Colayer

Design Thinking Champion

Design Leadership Award

Strengths

Strategic Thinking
UX Innovation
Interaction Design
Visual Design
Storytelling
Departmental synergy
Mentorship
Delegation
Conflict Resolution
Adaptability
Cross Functional
Collaboration
Stakeholder
management
Analytical Thinking
Result Oriented

Education

Michigan State University

Master of Science (MS)
candidate in UX/UI Design -
Expected 2027

Stanford University

Program in UI/UX Design for
AI Products - 2025

Human factors International

Certified Usability Analyst
(CUA) - 2010

Wintech Software Solutions

Advanced Certificate course in
Web Development and Web
design.

Zee Interactive Learning Systems

Advanced Certificate in
Multimedia & Web Publishing.

Sun Microsystems

Sr. Member of Technical Staff

Apr 2007 - Aug 2011 · 4 yrs 5 Mos, Pune and Bangalore

- Redesigned Sun Role Manager with RBACx integration, improving role lifecycle management and system efficiency.
Conducted user research and workshops to refine RBAC workflows for usability and compliance.
Designed wireframes, prototypes, and dashboards for role mining, policy definition, and access reviews.
Collaborated with PMs and engineers to translate SoD and SOX requirements into user-centric solutions.
Standardized UI components and mentored junior designers for scalable identity governance solutions.

Colayer

- UX Manager

July 2003 – Apr 2007 - 3 years 10 mos, Pune, India

- Lead UX strategy across the organization, aligning design vision with business goals in partnership with executive leadership.
- Spearheaded a company-wide UX vision, built a centralized design system, and embedded design thinking into product and engineering teams.
- Championed UX as a business driver, introducing KPIs to measure impact and leading major redesigns that improved engagement and adoption.
- Regularly presented strategic insights to executives and mentored emerging UX leaders through structured development programs.
- Led end-to-end design strategy and execution across the company's web conversation platform suite (Comty, Karma, Info, Cyte).
- I built and mentored a multidisciplinary design team, driving a user-centered culture through hiring, coaching, and performance management.
- Defined and implemented UX strategy, design systems, and usability testing practices.
- Collaborated cross-functionally to align design with product vision and business outcomes.

- Sr. Web Designer

Apr 2002 – Jun 2003 - 1 years 3 mos, Pune, India

Led concept development, design, and production for localized print advertising campaigns, aligning with brand and user goals.
Developed brand identities including naming, taglines, logos, and cohesive visual systems to support consistent user experiences.
Designed marketing and communication collateral such as annual reports, brochures, postcards, flyers, and signage, maintaining brand integrity across touchpoints.

Earlier Career Experience

- Worked as Sr. Web Designer from July 2001 – March 2002
- Worked as a Web Designer from June 1998 – June 2000