



# Sujilesh KK

Senior Design Manager & UI/UX Lead | Front-End Engineer | React · Figma · 16 Years

+971 52 233 2811 kksujilesh@gmail.com linkedin.com/in/sujilesh

Business Bay, Dubai, UAE

## SUMMARY

Design and product leader with 16 years of experience spanning UI/UX, front-end engineering, and end-to-end product delivery across the UAE, Saudi Arabia, and India. Built design teams from zero, shipped high-traffic consumer platforms, and co-founded two hospitality tech ventures. Brings rare depth across design craft, React and Next.js engineering, and product strategy. Known for building design systems, mentoring teams, and translating user insights into measurable business outcomes.

## CORE COMPETENCIES

### Design Leadership

Design Systems, UI/UX Strategy, Figma, High-Fidelity Prototyping, User Research, A/B Testing, Design Tokens, Storybook, Accessibility (WCAG), AI-Assisted Design

### Product & Delivery

Agile/Scrum, Sprint Planning, Risk Management, Stakeholder Communication, Cross-functional Team Leadership, Release Management, OKRs

### Front-End Engineering

React, Next.js, TypeScript, Tailwind CSS, Chakra UI, ShadCN, CSS Modules, Motion/Animation, REST APIs, GraphQL, Web Performance Optimization

### Tools & Platforms

Figma, FigJam, Storybook, GitHub, JIRA, Confluence, Hotjar, Google Analytics, Zeplin, Loom, Linear, Cursor, Claude, Figma AI

## KEY ACHIEVEMENTS

### Top 10 Finalist — Dubai Tourism Futurism Programme 2019

Selected from 155 global startups. Pitched at GITEX Future Stars. Gained strategic engagement from Emirates Group's Head of Innovation around integrating Stayhopper into airline layover booking flows.

### Built Design Function from Zero at Rasan

Joined with no in-house designers. Built a team of 6+, created the design system from scratch, established review processes, and introduced AI tool enablement across the team.

### Musafir Biz — 2,000+ Corporate Clients

Designed and built a B2B corporate travel platform that scaled to 2,000+ companies across UAE, Qatar and India, processing 600,000+ transactions in 2022 and delivering 20% average savings on travel spend.

### 30% Mobile Performance Improvement

Collaborated with Google engineers during a hackathon to reduce mobile site load time by 30%, directly improving user retention and engagement metrics.

## EXPERIENCE

### Design & Front-End Lead

Aug 2019 — Present

- Joined as the **first design hire** with no in-house designers and only fragmented freelancers across multiple countries. Built the full design function from scratch: hired and grew a team of 6+ designers, created the design system, established critique and review processes, and introduced AI tool enablement.
- Led UI/UX design and front-end delivery across high-traffic insurance and fintech platforms including **Tameeni**, one of Saudi Arabia's leading motor insurance comparison platforms. Redesigned the quote flow using progressive disclosure, reducing field count at the critical decision point and improving completion rates.
- Built a **React component library** with a full design token system covering colour, typography, spacing and theming. Documented in Storybook, the library reduced cross-team issues, accelerated onboarding, and cut design-to-engineering handoff time by approximately 50%.
- Collaborated with product teams to analyse user flows and refine UI based on behavioural insights, A/B testing, and analytics tools including Hotjar and Google Analytics.
- Coordinated delivery timelines with stakeholders, proactively flagging and resolving risks before they impacted release schedules. Maintained 100% on-time delivery rate across concurrent workstreams.

---

## Co-founder & UI/UX Lead

2021 — Present

Stayhopper · Hospitality Tech

Dubai, United Arab Emirates

- **Selected as a top-10 finalist from 155 global startups** in Dubai Tourism's Futurism Programme 2019, pitching at GITEX Future Stars to C-suite investors and gaining direct strategic engagement from Salah Makkouk, Head of Innovation at Emirates Group, around integrating hourly hotel stays into airline layover booking flows.
- Designed and built the customer-facing booking platform from scratch using React and Next.js, including API integrations with hotel inventory systems (Channel Manager) for real-time availability and pricing.
- Built a React component library with design tokens and Storybook documentation as sole engineer-designer, enabling consistent UI and reducing feature build time throughout the product lifecycle.
- Built custom dashboards for property partners to manage inventory, pricing, and analytics across B2B and B2C booking flows.
- Led all product strategy, UX research, Figma prototyping, and go-to-market execution as co-founder.

---

## Founder, Product & Technology Lead

2025 — Present

Daycation Pass · Hospitality Tech

Dubai, United Arab Emirates

- Founded a UAE marketplace platform enabling hotel and resort day passes (pools, beaches, spas, gyms) without overnight stays. Sole owner of product, technology, and go-to-market delivery.
  - Designed and built the full product suite: customer-facing mobile app, hotel partner admin panel, and inventory management system.
  - Managed vendor relationships, API integrations with hotel inventory systems, and partner onboarding pipelines.
  - Produced all UX flows, Figma prototypes, and transactional email systems for B2B and B2C users. Developed investor-facing pitch materials positioning Daycation against global comparables such as ResortPass.
-

## Senior UI/UX Engineer & Product Designer

Sep 2013 — Apr 2019

Musafir.com · Online Travel Agency (UAE's first OTA)

Sharjah, United Arab Emirates

- Reported directly to **Albert Dias, CTO and co-founder** of Musafir.com. Led the redesign of the core flight booking flow, improving search-to-checkout UX across the UAE's first online travel agency.
  - Designed and developed **Musafir Biz**, a B2B corporate travel management platform with role-based booking rules, multi-stage approval workflows, and real-time travel dashboards. The platform scaled to 2,000+ corporate clients across UAE, Qatar and India, processed 600,000+ transactions in 2022, and delivered an average 20% reduction in annual travel spend.
  - Led front-end development using React and Bootstrap, coordinating with .NET backend team on API integration and sprint planning tracked in JIRA.
  - Improved performance and retention through design improvements based on customer feedback and analytics.
  - Participated in a Google Hackathon, collaborating with Google engineers to reduce mobile site load time by 30%.
- 

## UI Engineer

Mar 2012 — Aug 2013

RM plc (RMESI)

Technopark, Trivandrum, India

- Recognised as **Employee of the Month** for outstanding contribution to the implementation of educational web products, driving wide organisational adoption across UK schools.
  - Developed web and mobile applications for RM Easimaths, an education platform used by thousands of UK schools under the RM Maths brand.
  - Created wireframes, mockups, task flows, and UI specifications to support business requirements and secure stakeholder approvals.
- 

## UI Engineer

Sep 2011 — March 2012

Quadrant 4 Systems Corporation

Chennai, India

- Redesigned and rebranded four e-commerce websites, delivering modernised UIs and improved user journeys across education, banking, and enterprise intranet portals.
  - Re-architected the full user journey across major web properties, resulting in a more cohesive, consistent experience.
- 

## Web UI Developer

Sep 2009 — Sep 2011

PIT Solutions

Technopark, Trivandrum, India

- Developed and integrated responsive UI designs into TYPO3, Joomla, and other PHP-based CMS platforms, ensuring consistent cross-browser rendering.
- Independently managed multiple projects as sole front-end developer, delivering fully skinned, functional products end to end.

- Designed and tested responsive email templates using Litmus, Email on Acid, Campaign Monitor, and Mailchimp.

---

## Web & Graphic Designer

May 2008 — Sep 2009

RISCE Systems Pvt Ltd

Kochi, India

- Led design for websites and promotional media campaigns for SMB and enterprise clients. Created logos, banners, digital advertisements, and email templates.
- Developed page layouts and navigation systems contributing to intuitive web experiences across multiple client accounts.

---

### PRODUCT PORTFOLIO

#### Musafir Biz

2018 · Sharjah, UAE

B2B corporate travel management platform. Role-based booking with approval workflows and policy controls. Scaled to 2,000+ corporate clients across UAE, Qatar and India.

[business.musafir.com](https://business.musafir.com)

#### Stayhopper

2021 · Dubai, UAE

UAE's first hourly and day-use hotel booking platform. Top-10 finalist from 155 global startups in Dubai Tourism's Futurism Programme 2019. Sole designer and front-end engineer.

[stayhopper.com](https://stayhopper.com)

#### Daycation

2025 · Dubai, UAE

UAE marketplace for hotel and resort day experiences (pools, beaches, spas, gyms) without overnight stays. Product, design, and technology led as sole founder. Comparable to ResortPass globally.

[App SDK & Figma prototypes available on request](#)

#### Tameeni

2020 · Saudi Arabia

One of Saudi Arabia's leading motor insurance comparison platforms. Led UX redesign of the quote flow, improving completion rates through progressive disclosure and streamlined user journeys.

[tameeni.com](https://tameeni.com)

---

### EDUCATION

#### Diploma in Arena Animation Academy Specialist Program (AAASP)

2006 — 2008

Arena Animation APTECH · Kochi, India

---

### INTERESTS

#### What I Build For

Passionate about building digital products that solve real-world problems, with a strong interest in AI-driven development workflows, design systems, and delivering scalable front-end experiences that balance technical precision with great user experience.

#### Where I Am Headed

Driven by the intersection of product thinking and technical execution in fast-moving startup and scale-up environments. Keen to grow into broader design leadership roles across fintech, travel, and hospitality tech.