

AMIT KUMAR

SENIOR DESIGN MANAGER | UX & PRODUCT DESIGN

18+ Years | Design Leadership | Enterprise SaaS | HR-Tech | Healthcare | FinTech | AI-Enabled Design

Senior Design Manager and UX/Product Design leader with 18+ years of experience creating and scaling digital products across enterprise SaaS, HR-Tech, Healthcare, FinTech, rewards, wellness, and data-driven platforms. Passionate about solving complex business problems through simple, intuitive experiences while building strong design teams and fostering a culture of collaboration, innovation, and continuous improvement. Experienced in connecting design strategy, user needs, technology, and business goals to create impactful products at scale.

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PROFESSIONAL SUMMARY

- **Design Leader with 18+ years of experience** driving UX Strategy, Product Design, and Design Systems across Enterprise SaaS, HR-Tech, Healthcare, and FinTech, with a strong focus on scalable, user-centered digital products.
- Built and scaled UX functions from the ground up across two organizations, leading multidisciplinary teams of up to 10 designers and improving design consistency by **35%** through scalable design systems, governance, and design standards.
- Leverage AI/GenAI and emerging design technologies including Antigravity, Google Stitch, Figma AI, ChatGPT, Claude, and Uizard to accelerate ideation, prototyping, research synthesis, and delivery of data-driven web and mobile experiences.
- Apply behavioral science and mixed-method UX research including interviews, surveys, experiments, and ethnography to understand user motivations and decision patterns, shaping product strategy and leading UX for enterprise platforms adopted by **Fortune 500 clients** with measurable improvements in engagement, usability, and market growth.

TECHNICAL SKILLS

Figma Wireframing Figma Prototyping Design Systems Architecture DesignOps & Governance UX Strategy & Roadmapping
Product Discovery & Research User Research Methodologies Usability Testing Generative AI Tools (ChatGPT, Claude AI)
AI-Assisted Prototyping

WORK EXPERIENCE

Senior Design Manager UX & Product Design

Advantage Club Technologies (New Delhi, India) (Dec 2022 - Present)

- Lead a multidisciplinary team of 8–10+ UX/UI designers and researchers across enterprise rewards, wellness, and HR-Tech SaaS products, driving design quality, consistency, and delivery across multiple product areas.
- Partner with Executive Leadership, VP Product, and CTO stakeholders to define product vision, UX strategy, design roadmaps, and scalable design systems aligned with business and user needs.
- Established DesignOps practices including design critique frameworks, governance standards, career development programs, and GenAI-enabled workflows, using Figma AI, ChatGPT, Claude, Gamma AI, and MagicPath to improve the design process.

Achievements:

- Reduced product prototyping cycle time by 35% through the strategic adoption and integration of Generative AI technologies.
- Improved design consistency by 35% across core product modules by establishing structured governance, design critique, and quality standards.

Lead UX Designer / Lead Product Designer

Axtria Inc. (NCR, India) (Aug 2012 - Dec 2022)

- Joined as Axtria's first dedicated UX designer and built the UX function from inception, establishing user research, wireframing, and prototyping practices where none previously existed.
- Built and scaled Axtria's global Product Design function from inception, growing the team to 5+ designers and establishing foundational UX practices, processes, and design standards.
- Developed UX governance, research, and usability-testing frameworks for Fortune 500 pharmaceutical clients, defining interaction standards across Axtria's commercial data and analytics portfolio.
- Expanded enterprise desktop experiences into native iPad and Salesforce applications, designing complex workflows and experiences used by thousands of pharmaceutical sales representatives.

Achievements:

- Led UX and product design across 10+ enterprise products, driving scalable experiences for 100+ organizations and complex B2B platforms.
- Improved product outcomes through 30% faster design-to-development handoffs, 40% faster onboarding, and 28% higher user engagement across key products.

Lead UI & Product Designer

iBerry / eBerry (NCR, India) (Oct 2010 - Aug 2012)

- Led end-to-end product design for responsive e-learning applications, developing UI frameworks, interaction patterns, navigation, and engaging learning experiences across desktop and mobile platforms.
- Architected the UI ecosystem for eBerry OS, a proprietary educational operating system for tablets and laptops, translating educational and technical requirements into scalable, intuitive interfaces supporting interactive learning and media consumption.

Achievements:

- Successfully launched 'eBerry OS' across a network of over 5,000 student devices within its inaugural year, substantially increasing interactive media consumption and student digital engagement.

Web & Graphic Designer

Nivio Technologies Pvt. Ltd. (NCR, India) (May 2008 - Oct 2010)

- Designed interaction models, detailed wireframes, and high-fidelity prototypes for early-stage cloud computing and Virtual Desktop Infrastructure (VDI) products.
- Architected foundational media-synchronization web applications, establishing interaction standards for browser-based cloud operating environments.
- Translated complex server-side virtual desktop architectures into intuitive and accessible user interfaces, helping make technically complex products easier to understand and use.

Achievements:

- Delivered product interfaces that supported critical product validation and contributed to positive outcomes in early-stage venture funding conversations.

EDUCATION

Executive Program in User Experience Design (2018)

ImaginXP

Bachelor of Computer Applications (BCA) (2012)

EIILM University

Advanced Diploma in Multimedia Specialization (2006)

Arena Multimedia / Aptech

CERTIFICATIONS

- **Enterprise Design Thinking Practitioner - IBM (Credly)**
- **The Complete User Experience Course - Udemy**
- **Rapid Usability Research for UX Designers - Udemy**
- **Introduction to Project Management - Udemy**
- **Professional Communication Essentials - Udemy**

PROJECTS

Advantage OnBoarding

- Designed end-to-end UX for an automated employee onboarding platform used by 100+ enterprise clients, streamlining workflows, approvals, and employee data capture while delivering 40% faster onboarding and 50% fewer data-entry errors.

Advantage Wellness (Advantage Care)

- Led product design for a corporate wellness platform serving 100+ organizations, combining personalized health tracking, engagement, and gamification to drive 28% higher daily active engagement.

Advantage Incentive Automation

- Designed an enterprise sales incentive and rewards platform, simplifying commission, eligibility, and performance workflows through intuitive dashboards and data-driven experiences for sales leaders and administrators.

Advantage Recognition & Rewards

- Designed employee recognition journeys and a scalable rewards marketplace supporting 10,000+ reward options, simplifying reward discovery, recognition, and milestone experiences at enterprise scale.

Advantage Communities (Hobby Clubs)

- Designed employee community and interest-group experiences for enterprise organizations, optimizing discovery, participation, and peer interaction to strengthen engagement and workplace connections.

Axtria DataMAX

- Designed end-to-end UX for a commercial data management and analytics platform used by Fortune 500 pharmaceutical organizations, simplifying complex data workflows through dashboards, visualizations, configurable rules, and actionable insights.

Axtria SalesIQ

- Designed enterprise workflows for territory planning, incentive compensation, and pharmaceutical sales operations, transforming complex commercial datasets into intuitive dashboards for faster leadership decision-making.

Axtria CustomerIQ

- Designed an omnichannel HCP engagement platform for the pharmaceutical and life-sciences industry, integrating ML-driven next-best-action recommendations to help commercial teams prioritize outreach and engagement.

Centralized Design System

- Architected Axtria's unified UI component library and interaction standards across 4+ enterprise SaaS platforms, reducing design-to-development handoff time by 30% while improving consistency and scalability.

SKILLS

Core Competencies: Design Leadership & Vision, Design Operations & Governance, UX Strategy & Roadmapping, Organizational & Team Scaling, Product Discovery & Research

Soft Skills: Leadership, Strategic Thinking, Stakeholder Management, Team Development, Innovation