

Product Designer with experience in AI and enterprise products, creating user-centered experiences from research to launch and building working front-end interfaces with React and AI tools.

WORK EXPERIENCE

Amazon India Ltd.

UX DESIGNER / PRODUCT DESIGNER · FEB 2023 - PRESENT

AI Coaching Assistant

- Designed the user interface for an AI coaching simulator that helps team managers prepare for difficult conversations, covering coaching guidance and scenario practice.
- Leveraged AI tools to benchmark similar tools within the company and analyze design styles, securing immediate leadership approval for launch and reaching 4,000+ users out of a total pool of 8,000, with sustained daily engagement.

AI Hub

- As the UX lead, created the centralized AI Hub platform for a global Customer Service organization, establishing the end-to-end user experience and product framework.
- Designed the complete feature suite that let users discover tools, read reviews and collaborate in community spaces, along with the admin submission/review flow for role eligibility approvals, collaborating with product owners and developers on front-end implementation.

Facilitation Management Tool

- Led the end-to-end design from research to launch for an enterprise session sign-up platform for Leaders as Teachers, replacing Excel sheets, manual calendar blocking and admin reminders with an automated scheduling system that enabled users to sign up for sessions on their own.
- Streamlined the session registration process, reducing sign-up time by over 80% and program manager/admin effort by more than half, and increasing facilitation favorability from 57% to 100% post-launch.

Leadership Development Dashboard

- Led the end-to-end user experience process and designed the user interface for a global enterprise leadership development website within the Customer Service organization, supporting the career growth of ~8,000 leaders, owning the design direction.
- Designed and developed a learning dashboard that enabled users to track their progress and find recommended programs, using Figma, React, Bootstrap, and AI tools (Kiro and Claude Code), increasing platform visits by 1,700+ post-launch.

Kindle Authors Contest and LearnFest

- Led the Kindle Authors Contest landing page redesign for book authors, with accessible, responsive layouts for web and mobile; launched in six regions (US, UK, DE, FR, IT, ES) and passed PR review.
- Designed an engaging internal event landing page across web and mobile for an audience of 4,000+ attendees, translating brand identity assets and streamlining the developer handoff.

Microlearning Tool

- Designed and developed a full-stack enterprise microlearning application for web and mobile, using AI-assisted tools (Kiro and Claude Code), featuring AI that autogenerates learning card modules from a design document.
- Engineered a gamified, text-based scenario generator that gave learners a sandbox to practice what they learned, with full admin content management systems, securing a production-ready build that successfully passed all internal security reviews, with an estimated pre-launch demand of 3,000+ users.

DESIGNER I · JUL 2021 - JAN 2023

- Led the branding team in the leadership development organization, establishing scalable asset libraries that drove visual consistency across all internal marketing and corporate communications.
- Partnered with cross-functional stakeholders and communication teams to deliver marketing-ready design solutions, strengthening internal engagement and standardizing cross-departmental design quality.

DESIGN ASSISTANT II · MAR 2019 - JUN 2021

- Designed responsive templates and multimedia assets for worldwide Customer Service operations campaigns, ensuring strict alignment with enterprise brand standards.
- Automated the design request intake system, optimizing team workflows and helping establish data-driven design success metrics.
- Conducted brand alignment workshops with regional points of contact to extend governance across local operations teams.

ASSOCIATE · MAY 2016 - JAN 2019

- Started as an associate in the Customer Service organization supporting India, moved to the Search and Rescue Specialist Team and advanced to Executive Escalations, handling high-priority cases and building strong root-cause analysis skills and a deep understanding of end-user friction points.

SKILLS

Design

Enterprise Product Design · Interaction Design · User Research · Wireframing and Rapid Prototyping · Information Architecture · Usability Testing · Visual Design · Design Systems · Accessibility · Design Thinking · Agile/Scrum · Lean UX

Tools

Figma · Figma Make · Adobe Creative Cloud Suite · Sketch · Qualtrics · HTML/CSS/JS · React · Claude Code · Kiro

EDUCATION

Certifications

UX Design (Georgia Tech) · UX Principles and Processes (University of Michigan) · Responsive Web Design (freeCodeCamp) · AWS Cloud Quest: Cloud Practitioner badge

Degree

Bachelor of Technology in Electronics and Communication Engineering, Geethanjali College of Institute and Technology, JNTUH, 2016