



**Amrit kumar**  
**Senior Product Designer**  
Bridging AI Innovation & Human  
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**About Me**  
As a UX designer, my greatest motivation comes from solving complex challenges through human-centered design, strategic thinking, and collaboration. I thrive on leading initiatives, refining design processes, and working closely with diverse teams to create impactful user experiences.

Skills	<b>AI &amp; Legal Tech</b>	<b>Design Strategy and Execution</b>
	<ul style="list-style-type: none"><li>• Navigating record list efficiently.</li><li>• Conversational AI design for data search</li><li>• Efficient AI powered doc review</li><li>• LLM training data -scale and efficiency</li></ul>	<ul style="list-style-type: none"><li>• Design Systems &amp; Consistency</li><li>• Design Thinking &amp; Ideation</li><li>• A/B Testing &amp; Analytics</li><li>• Stakeholder Collaboration</li></ul>

Experience	<b>Product Designer   Sirion.ai</b>  (Jan 2021 – Present)	<b>AI-Powered Legal Tech Solutions</b> <ul style="list-style-type: none"><li>• Leading the launch of a data search feature to simplify workflow and enhance productivity leveraging AI.</li><li>• Designed AI-driven user experiences that bridge legal professionals with advanced technology, streamlining the contract review process.</li><li>• Enhanced the AI Trainer platform, optimizing prompt configuration and reducing training time for legal engineers and experts.</li></ul>
	<b>UX Designer   Bharti Airtel</b>  (Dec 2019 – Jan 2021)	<b>Customer Help and Support Optimisation</b> <ul style="list-style-type: none"><li>• Redesigned help-and-support journeys, reducing customer care calls by 9% and boosting daily active users of the Thanks App by 15%.</li><li>• Implemented data-driven query routing using user behavior analytics.</li></ul>
	<b>UI/UX Designer   Think Matra</b>  (Aug 2019 – Nov 2019)	<b>Fuel Purchase Experience</b> <ul style="list-style-type: none"><li>• Conducted field interviews with 50+ users to identify pain points in petrol pump transactions.</li><li>• Delivered a mobile app prototype that reduced checkout time by 20%</li></ul>

[Linked-In](#)

Education	<b>XLRI : Strategy and Leadership</b> Executive Development   Ongoing 11 months Focus: Excel in the field of strategic leadership
	<b>Stanford d.school</b> Executive Design Thinking   2020 (Certificate) Focus: Design thinking to develop viable solutions to user challenges
	<b>NIFT</b> Bachelor of Design   2009-2013 Learning: Product design principles and problem solving techniques
	<b>IIT Guwahati</b> Trainee – Product Design (2011, 2-month program)

Rewards	<b>Design recognition   UX India 2023</b> The AI-powered contract redlining and review concept I designed was selected for a Lightning Talk at UX India 2023
	<b>Sirion Rewards</b> Best AI-Driven Design Concept, 2024