



Amrit kumar
Product Designer
Bridging AI Innovation & Human
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About Me

I'm a product designer driven by a simple but powerful belief: technology should serve people—clearly, intelligently, and beautifully. Whether crafting AI-human interfaces or simplifying complex workflows, I strive to design with empathy, curiosity, and purpose.

My work sits at the intersection of strategic thinking, deep user insight, and a passion for systems that actually help.

Experience	Product Designer Sirion.ai (Jan 2021 – Present)	I joined Sirion to transform how legal professionals work with contracts—and ended up co-shaping the future of AI in law. - Designed intelligent workflows that empower lawyers to review, validate, and interact with AI-generated summaries confidently. - Led the redesign of contract review tools—introducing agents that detect clause deviations, flag risks, and summarize legal documents. - Defined the 3.0 experience for the app by embedding conversational AI, clause explorers, and insight dashboards. Outcome: Helped increase document review efficiency by 20% and positioned Sirion as a leader in AI-first CLM UX
	UX Designer Bharti Airtel (Dec 2019 – Jan 2021)	In a world of endless help screens, I asked: what if support could feel personal? - Reimagined Airtel's help journey in the Thanks App—reducing care center call volume by 9% and increasing daily engagement by 15%. - Used real-time behavior data to power smart query routing, cutting user effort and improving resolution speed. Outcome: A smoother, smarter self-service experience for millions of users.
	UI/UX Designer Think Matra (Aug 2019 – Nov 2019)	Fuel Purchase Experience - Hit the ground running—conducted field interviews with 50+ petrol pump customers to understand transaction friction points. - Designed a mobile-first prototype that simplified fuel payments, cutting average checkout time by 20%.
	Senior Creative UI Designer Great Place to Study (Nov 2018 – Aug 2019)	Translating abstract briefs into emotional, student-first design systems, I led digital storytelling and UI evolution for one of India's leading education experience platforms. - Collaborated with stakeholders and agencies to refine interface goals via user testing and research. - Crafted wireframes, schematic flows, and visual assets to create consistent digital journeys across web and mobile. - Delivered brand-aligned collaterals for digital marketing, printed media, and event branding.
	Co Founder – Creative Art Director Zhero Denim Pvt Ltd. (Mar 2017 – Oct 2018)	Built a denim lifestyle brand from scratch—by decoding cultural signals, user aspirations, and brand identity. - Researched consumer psychology to craft a visual system rooted in rugged individuality and youth expression. - Designed digital and physical communication assets for retail, eCommerce, and pop-up activations. - Led creative direction from product packaging to Instagram presence, ensuring brand coherence. Outcome: Proved how visual storytelling and intuitive design can shape a product's first impression—and its market traction.
	Graphic and Product Designer Lee Cooper (June 2013 – Feb 2017)	My foundation years were spent inside a global fashion heritage brand—where I learned the discipline of detail and the beauty of consistency. - Developed creative concepts and product graphics aligned with Lee Cooper's British legacy and evolving Indian audience. - Designed seasonal campaign visuals, store interiors, and packaging across men's and women's lines. - Collaborated closely with the marketing team to align all assets under a unified brand voice. Outcome: Brought design thinking into physical retail environments, making fashion feel not just wearable, but brandable.

[- Linked-In](#)

Education

XLRI | Executive Development in Strategy & Leadership (Ongoing – 11 months)
Building strategic depth for leadership in design and innovation.

Stanford d.school | Executive Certificate in Design Thinking (2020)
Learned to frame user challenges and shape solutions through empathy and prototyping.

NIFT | Bachelor of Design (2009–2013)
Foundation in human-centered design, storytelling, and product development.

IIT Guwahati | Product Design Trainee (2011)
Immersive 2-month exploration into interdisciplinary product innovation.

[-About Me](#)

Rewards

Design recognition | UX India 2023
The AI-powered contract redlining and review concept I designed was selected for a Lightning Talk at UX India 2023

Sirion Rewards
Best AI-Driven Design Concept, 2024