Amrit kumar

Senior Product Designer

Bridging AI Innovation & Human-Centered Design

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PRODUCT DESIGN

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

AI & Legal Tech

- LLM Fine-Tuning / Data
- Conversational AI Design
- AI Doc Review

Design Tools

- Figma, Notions
- Component Libraries
- Design Tokens and protoype

User Research

- Jobs-to-be-Done Framework
- Ethnographic Studies
- A/B Testing & Analytics

Experience

Product Designer | Sirion.ai

(Jan 2021 – Present)

AI-Powered Legal Tech Solutions

- Designed AI-driven user experiences that bridge legal professionals with advanced technology, streamlining the contract review process.
- Led the launch of a conversational search feature to simplify workflow and enhance productivity.
- Enhanced the AI Trainer platform, optimizing prompt configuration and reducing training time for legal engineers and experts.

↗ **Case Study**

UX Designer | Bharti Airtel

(Dec 2019 – Jan 2021)

Customer Help and Support Optimisation

- Redesigned help-and-support journeys, reducing customer care calls by 9% and boosting daily active users of the Thanks App by 15%.
- Implemented data-driven query routing using user behavior analytics.

UI/UX Designer | Think Matra

(Aug 2019 – Nov 2019)

Fuel Purchase Experience

- Conducted field interviews with 50+ users to identify pain points in petrol pump transactions.
- Delivered a mobile app prototype that reduced checkout time by 20%

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Education

Stanford d.school
Executive Design Thinking | 2020 (Certificate)
Focus: Design thinking to develop viable solutions to user challenges

NIFT
Bachelor of Design | 2009–2013
Learning: Product design principles and problem solving techniques

IIT Guwahati
Trainee – Product Design (2011, 2-month program)

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