

Amit Kumar

Manager, UX & Product Design · UX & Product Design Leader

Gurugram, Haryana, India · uxsehrwat@gmail.com · +91 93553 19609 · linkedin.com/in/amittkummar

18 years in UX strategy and AI product design. I craft user-centered product experiences across HRMS, Wellness, Rewards, and enterprise SaaS — combining research, prototyping, and design leadership from discovery through release. I own the end-to-end design lifecycle: research, prototyping, usability testing, design QA, and post-release quality. I work in Agile/Scrum with Jira, align design to engineering sprints, and translate business objectives into scalable, user-centered strategies.

EXPERIENCE

Manager, UX & Product Design

Dec 2022 — Present

Advantage Club, Gurugram

Architected UX strategy and design direction for HRMS, Wellness, Rewards & Recognition, Hobby Club, Onboarding, and Sales Incentives. Led a team of five UX designers.

- Drove stakeholder alignment, product discovery, and roadmap planning by translating business objectives into scalable, user-centered design strategies.
- Deployed design execution within Agile/Scrum, using Jira to align design deliverables with engineering sprints and product releases.
- Owned the end-to-end design lifecycle: research, prototyping, usability testing, design QA, and post-release quality assurance.
- Expanded the product portfolio by introducing Wellness and Sales Incentives, contributing to growth, adoption, and revenue.

User Experience Lead

Apr 2015 — Dec 2022

Axtria — Ingenious Insights

Life sciences cloud software (DataMAx, SalesIQ, CustomerIQ, InsightsMAx). First dedicated UX/UI Designer; built the design function from the ground up.

- Introduced user research, wireframing, and prototyping where none existed.
- Designed UX for DataMAx from early concept — dashboard and workflow experience that helped it perform with major pharma clients.
- Led UX for SalesIQ — territory and segmentation workflows for pharma sales-ops.
- Designed CustomerIQ omnichannel engagement with next-best-action recommendations.
- Extended the desktop analytics suite to iPad and mobile (Salesforce) for field sales.
- Led early discovery and prototyping for emerging product bets.

Senior Associate

Apr 2013 — Apr 2015

Axtria — Ingenious Insights

Consulting · design for life-sciences commercial products.

Associate

Sep 2012 — Apr 2013

Axtria — Ingenious Insights, Gurgaon

Joined Axtria and began establishing dedicated UX/UI practice.

Web UI Designer

Oct 2010 — Aug 2012

iBerry Solutions Pvt. Ltd.

Design owner for brand and product experience — identity, UI system, and UX from zero through launch.

- Established brand identity from scratch: visual language, guidelines, and assets.
- Owned UX/UI across multiple platform applications from concept to launch.
- Designed layouts, visual assets, and animation for digital learning content.
- Presented concepts for client approval; provided design direction to the team.

UI / Web Designer

May 2008 — Oct 2010

Nivio Technologies India Pvt. Ltd.

Web and Windows application design — remote desktop, data sync, audio/video and photo sharing.

- Designed web and Windows applications, integrating with .NET and OS Ticket with PHP.
- Created interfaces for a remote-desktop web application: data syncing, audio/video sharing, and photo applications.
- Worked with clients to understand needs and implement application designs.

SELECTED PRODUCT WORK

- **Onboarding** (Advantage Club) — enterprise mobile & web onboarding; research through design system and analytics-backed rollout.
- **Wellness, Rewards & Recognition, Hobby Club, Sales Incentives** (Advantage Club) — employee-experience product lines.
- **DataMAX, SalesIQ, CustomerIQ** (Axtia) — life-sciences commercial SaaS.
- **iBerry learning platforms** — 0 → 1 brand and product design.

SKILLS

UX & Product. UX strategy, user research, wireframing, prototyping, usability testing.

Craft & delivery. Interaction design, design systems, design QA, HTML, CSS, JavaScript.

Tools. Figma, Adobe XD, Sketch, Photoshop, Illustrator, Jira.

Ways of working. Agile/Scrum, stakeholder alignment, design leadership (team of five).

EDUCATION

BCA — Computer Programming · Eastern Institute For Integrated Learning In Management · 2010 — 2013

Arena Multimedia Specialization Programme · Arena Multimedia · 2002 — 2005

XIIth Science · Army School Meerut · 1996 — 1998

AWARDS & CERTIFICATIONS

Best Performer & Designer — issued by Sachin Duggal, 2009

Enterprise Design Thinking Practitioner — IBM, 2021

Membership Certificate — The Interaction Design Foundation, 2021

The Complete User Experience Design (UX) Course — Udemy, 2017