

Amit Kumar Tegwan

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Summary

Collaborative thinker focused on simplicity & data-driven outcomes. I help B2B & B2C create the best products that align with end-user needs and their business KPIs

Experience

Assistant Manager - Aakash EduTech, India

May 2024 - Present

- Managing different PODs (FinOps, ERP, Engagement, and Research) to optimize operational efficiency and drive strategic growth
- Building a team of 4 designers while overseeing their learning and professional growth
- Standardizing the design process which integrates seamlessly with other teams and delivers high-quality designs
- Led design workshops & brainstorming sessions, ensuring alignment across teams, reducing feedback cycles and accelerating product delivery timelines by almost 50%

Senior Product Designer - Urban Company, India

May 2021 - Sep 2022

- Maintained **design systems** & Figma libraries while assuring adoption and consistency
- Iterated support experience (end-to-end) which reduced **contact rate by ~15%**, and **saved ~\$1.8mil** in revenue
- Led chat as a capability for **1 million global users** which powered support center and customer partner end-to-end communication
- Improved UX in B2B (e-commerce) which **increased product adoption by ~22%**
- Optimized design solutions for **fintech verticle (Insurance, Loans)** which **increased awareness and claiming rate by 5 times**
- Collaborated with cross-functional teams ranging from designers, researchers, developers, PMs & senior stakeholders to ensure pixel-perfect implementation and functionality.

Senior Product Designer - O2one Labs, Kuwait

Oct 2019 - Apr 2021

- Designed an omnichannel marketing tool for an **AI-powered health tech** platform, resulting in **50% faster campaign creation**
- Conducted user research and improved UX across the customer journey of Mashkor which increased the **conversion ratio by 12%**
- Designed SaaS-based products for **clients** using design thinking principles
- Conducted qualitative and quantitative research, A/B testing, QA tests, usability tests and improved product KPIs

UI UX Designer - *Applify, India*

Sep 2018 - Aug 2019

- Worked on a centralized database platform for “The Economist” which was used by 50,000 users
- Led 12+ design projects in a fast-paced agile environment

UI UX Designer - *Codebrew Labs, India*

Jan 2017 - Oct 2017

- Gathered business requirements and shipped designs of 5+ products using design thinking
- Learned the basics of User Experience, HCI and industry best practices

Education

Post Graduate (Project Management) - *Georgian College, Canada*

Jan 2023 - Dec 2023

Agile Methodologies, Use Case Development, Product Business Goals, Project Communication, Risk Management, Product Development, Competitive Analysis, Market Awareness, Analytical Thinking

Bachelor of Technology (ECE) - *Panjab University, India*

Jul 2013 - Aug 2017

Certifications

Google User Experience Design

Nov 2022

Accenture UX Design

Dec 2022

IBM Design Thinking

Dec 2022

Google Digital Marketing

Nov 2022