

AMRUTA SHUKLA

UX/UI Product Designer | UX/UI Strategist | AI-Driven Experience Architect

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Bengaluru, India

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[Design Portfolio](#)

OBJECTIVE

Dynamic UX/UI Designer focused on creating intuitive, user-centered digital experiences through thoughtful and strategic design. Open to global opportunities in innovative and growth-driven teams.

SUMMARY

- 9+ years of experience spearheading end-to-end UX/UI solutions, currently leading design at **Samsung - HFRND** to deliver scalable, business-aligned digital ecosystems.
- Specialist in **AI-integrated design**, translating complex machine-learning concepts into intuitive, intelligent, and user-centric interfaces.
- Proven track record of driving growth, including a **20% revenue increase** and significant improvements in user task completion through data-backed UX strategy.
- Expert in building robust **design systems** and high-fidelity prototypes that bridge the gap between design and development, ensuring consistency and engineering efficiency.
- Skilled at aligning diverse stakeholders and mentoring UX teams to maintain high-quality standards while meeting critical product performance goals.

WORK EXPERIENCE

HFRND – Samsung Client, Bengaluru | UX Lead Designer | Feb 2025 - Present

- Drove contextual field research for AR smart glasses, synthesizing observations and interviews to identify high-impact use cases
- Led end-to-end UX strategy and execution for a credit-free loan app, from discovery through usability testing, streamlining Samsung product purchases
- Led and managed the UX team, driving design strategy, mentoring designers, and ensuring delivery of high-quality, user-centered experiences aligned with business goals.
- Architected UX for an AI-powered photo enhancement app, defining information architecture and wireframes for intelligent features
- Directed cross-functional teams and global stakeholders to deliver scalable, accessible AI solutions—including an agentic chatbot that improved employee efficiency by ~30 minutes daily

Capgemini, Bengaluru | UX/UI Designer (Manager – C2) | Oct 2024 – Feb 2025

- Delivered high-impact UX artifacts (wireframes, personas, prototypes) under tight timelines, maintaining strong usability standards
- Drove data-informed design through rapid research and usability validation to de-risk decisions

CORE COMPETENCIES

- Product Design & UX Strategy
- UX/UI Design & User-Centered Design (UCD)
- AI Integration & Intelligent Experience Design
- End-to-End Product Design Lifecycle
- Design Systems & Scalable UI Architecture
- Cross-Functional Collaboration & Stakeholder Management
- User Research, Wireframing & Prototyping
- Data-Driven Design & UX Analytics
- Human-Centered AI & Conversational Interfaces
- Agile Product Development & Design Thinking
- Team Leadership, Mentoring & Design Governance
- Product Strategy & Business Impact Alignment
- Digital Transformation & Experience Innovation

CERTIFICATIONS

- HFI - CXA (Customer Experience Analyst)
- HFI - CUA (Certified Usability Analyst) Course
- HFI - UX for Mobile course
- Google - Coursera - UX foundation course
- LinkedIn Certificates:
 - UX Deep Dive: Foundational Research
 - UX Research: Mobile Diary Studies
 - UX Research: Interviewing
 - Persuasive UX: Influencing Behavior Patterns
 - Building Trust Through UX Design
 - Customer Experience (CX Foundation)

- Led UX process improvements and competitive benchmarking for a US healthcare client, identifying gaps, trends, and innovation opportunities while facilitating stakeholder workshops to align on actionable solutions

GP Strategies, Bengaluru | Senior UX/UI Designer | Sep 2022 – Oct 2024

- Redesigned application architecture, increasing task completion by 20% through improved usability and navigation
- Drove user-centered design via research, personas, and usability testing, translating insights into continuous UX improvements
- Collaborated cross-functionally to deliver responsive learning solutions, boosting enrolment by 40% while ensuring design consistency

Nous Infosystems, Bengaluru | Senior UI/UX Designer | Jun 2021 – Sep 2022

- Led UX redesigns for US real estate platforms, improving task completion speed by 60% through streamlined workflows
- Established UX best practices, standardizing processes and reducing development effort by 25% across teams
- Applied data-driven design strategies to optimize journeys, increasing engagement, reducing bounce rate by 15%, and driving 35% revenue growth

Sobha Ltd., Bengaluru | UX/UI Manager | Apr 2017 – Dec 2018

- Led usability testing and heuristic evaluations, identifying UX gaps and increasing lead generation by 75%
- Translated business goals into end-to-end UX solutions for new product lines, from concept to delivery
- Built scalable design systems and led cross-functional execution, improving consistency, engagement, and conversion rates

Grassroot Technologies, Mumbai | UX/UI Lead Designer | May 2015 – Dec 2016

- Delivered end-to-end UX design for fintech solutions, doubling task completion speed for rural users
- Led research and usability testing, integrating insights to refine user experiences and improve product effectiveness
- Mentored designers and managed multiple projects, ensuring high-quality, on-time delivery and consistent UX standards

PREVIOUS WORK EXPERIENCE

Acrowit Technologies, Bengaluru | Graphic - Web Designer | Nov 2013 – Oct 2014

ICAT Design & Media College – Image Infotainment Ltd., Bengaluru | Sr. UX/UI Lecturer | Sep 2012 – Sep 2013

PERSONAL DETAILS

Date of Birth: 6th December 1985 | **Languages Known:** English, Hindi & Marathi | **Address:** Bengaluru, India

EDUCATION CREDENTIALS

- **Post-graduation Diploma in Multimedia and Web Applications** from CDAC – DACA, Pune University, 2009
- **Diploma in Fine Arts (equivalent to BFA)** from Abhinav kala Maha Vidyalaya college, Pune University, 2008

TECHNICAL SKILLS

Figma	Sketch
Adobe Illustrator	Adobe Indesign
Adobe XD	Invision
HTML	Adobe After Effects
Adobe Photoshop	CSS