



Amit Marathe

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- 17+ UX Experience
- 17+ Individual Contributor
- 11+ Mentor & Leader
- Enterprise Applications (B2B)
- Build Design Practice
- Product Discovery
- Design Thinking Workshops
- Qualitative & Quantitative Research
- Design System
- Data Visualisation & AI
- UX Strategy & Pre-sales

Professional Summary

- Principal Product Designer with 17+ years in enterprise and public-service adjacent domains, designing complex, mission-critical platforms used across regulatory, legal, financial, and heavy-industry environments.
- Specializes in AI-enhanced UX, workflow modernization, design systems at scale, enterprise information architecture, and accessibility.
- Leader with 11+ years mentoring & scaling design teams, facilitating design thinking workshops, and embedding UX into engineering culture.
- Hands-on contributor skilled in research, prototyping, high-fidelity execution and cross-functional delivery.

Education

Master of Design (M.Des.)

Indian Institute of Technology, Delhi

Jul 2006 - Jun 2008

Bachelor of Engineering (B.E.), Production

Shivaji University, Maharashtra

Jun 2002 - May 2005

Core Capabilities

- End-to-end UX: discovery → research → IA → interaction design → visual design → usability testing → KPIs
- Complex enterprise & ERP workflows, data visualization, regulatory compliance UX
- AI-driven UX: predictive guidance, contextual recommendations, intelligent automation
- Design systems (0 to 1 and scaling), reusable components, foundations, tokens
- Design leadership: coaching, critiques, hiring, UX maturity building, design ops

Tools & Methods

- Tools:** Figma (advanced), FigJam, MUI
- Methods:** Research, ethnography, contextual inquiry, affinity mapping, rapid prototyping, usability testing, heuristic evaluation
- AI in Design:** AI-assisted prototyping, prompt engineering for design efficiency

How I Work

- Design with measurable outcomes, not outputs
- Empower teams through collaboration, transparency, and evidence-based decision-making
- Commit deeply to public-service efficiency, accessibility, and user trust

My Experience

Principal Product Designer

May 2020 - Present (5+ Years)



Encora Inc. Pune

<https://www.encora.com/>

Encora is a digital engineering and modernization partner focus on providing software development, product engineering, and digital transformation.

- Legacy App Modernisation
- Web & Mobile App Design
- Design System
- UX Strategy
- Design Management

FDA COMPLIANCE PLATFORM — End-to-End Product Design + AI Integration

Regulatory compliance platform with marketplace, dashboards, and role-based workflows for FDA-regulated businesses.

Problem

Highly fragmented compliance ecosystem; difficulty navigating services, tracking regulatory tasks, and understanding risk exposure.

My Contribution

- Led discovery: interviews, workflows, mental-models, contextual inquiries
- Designed end-to-end UX including service marketplace, dashboards, role-based personalization, onboarding, supplier search & comparison, task management, content workflows
- Architected AI insights layer → contextual prompts, risk prediction, service recommendations, and productivity support

Outcomes

- ↑ 38% user registrations in 2 quarters
- ↑ 34% increase in service subscriptions
- CSAT 66% across dashboard, marketplace, search, data visualization, onboarding
- Enabled cross-selling via contextual recommendations

DESIGN SYSTEM FOR GLOBAL LAW PRACTICE SOFTWARE — Scalable UX Architecture

Design system supporting a cloud unified platform for law firms.

Role

Design system architect + lead of 2 UX designers

Contributions

- Built reusable design system leveraging MUI + Figma and documented in Supernova
- Created foundations, tokens, iconography, patterns, component guidelines, usage rules
- Set up storybook developer environment for UI parity across products

Outcomes

- Higher adoption across product teams
- ↑ Design + dev velocity via reusable components
- ↓ inconsistencies & training effort
- Centralized governance → scalable multi-product expansion

UX Architect

Oct 2017 - May 2020 (2.5 Years)



Icertis Pvt. Ltd., Pune

<https://www.icertis.com/>

The Icertis Contract Management (ICM) platform is a leading enterprise-grade contract lifecycle management (CLM) solution used by global organizations to manage complex contract portfolios.

- Platform Design
- Platform Customization
- Qualitative & Quantitative Research
- Lead UX Practice

Objective

- Improve the usability and business value of the world's leading enterprise CLM platform.

My Contribution

- Conducted holistic UX audit across authoring, negotiation, approval, storage & search
- Designed role-based dashboards (Legal, Sales, Procurement, Vendor)
- Applied design-thinking workshops to align product, sales & engineering
- Built a scalable design system for complex legal workflows
- Embedded UX as business driver — defined KPIs such as time-to-contract and clause compliance rate

Impact

- ↑ CSAT from 27% → 47%
- Adoption increase among enterprise customers
- Accelerated contract cycle and compliance visibility

UX Architect

Jun 2016 - Sep 2017 (1.3 Years)



Schlumberger Ltd.

<https://www.slb.com/>

Schlumberger, known as SLB, is a product company with deep roots in oilfield services.

- Setup UX Practice
- Enterprise Application Modernization
- Team Management

Mission

- Modernize multiple legacy scientific applications into cohesive web-based platforms while building UX maturity.

Contribution

- Set up UX practice for India Center of Excellence
- Ran design thinking workshops; integrated UX checkpoints into Agile pipelines
- Designed UX for Data integration & Discovery MVPs
- Initiated DesignOps + design library aligned with global design system

Impact

- UX team grew from 1 → 5
- CSAT reached 51% immediately after MVP
- UX became part of product planning and engineering rituals

Infosys / Finacle — UI Lead | 2011–2013

Consumer + corporate banking, multilingual, accessibility-driven UX at scale

Hettich — UI Designer | 2009–2011

Designed DIY modular furniture planning app leading to retail sales +11%.

Godrej Interio — User Researcher | 2008–2009

Market segmentation + qualitative research → ↑ 17% sales in one quarter