Amit Marathe

Building AI Agent Experiences & Human-AI Collaboration

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AI Experience Design | Human-AI Collaboration | Agent Workflow UX | Design System | Design Ops | Enterprise UX | Product Discovery | UX Strategy | User Research | Usability Testing | Design Thinking | Team Building | UX Practice Setup | Mentoring

OVERVIEW

- 18+ years working as an Individual Contributor (IC), with 11+ years in mentor and leadership roles.
- Worked as Researcher, Interaction Designer, and Usability Expert building complex B2B and B2C applications.
- Experience setting up UX practices and building and mentoring UX teams at Coforge, Schlumberger (SLB), and Icertis.
- Worked with multiple enterprise product teams to build products and design systems.
- Currently designing AI agents, human-AI collaboration models, and enterprise products that move business metrics — building the layer between AI capability and human intent, with trust, explainability, and control built into every interaction.
- Strongly believe in an iterative design process to incrementally build products and services involving users.

EDUCATION

Post Graduate Program in General Management (PGPGM)
S.P. Jain Institute of Management & Research (SPJIMR) | 2026 – 2028 (Expected)

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

MY CONTRIBUTION

Product Discovery | Design Thinking Workshops | Design Systems | UX Strategy & Pre-sales | Build Design Practice

Currently focusing on AI as a Productivity Multiplier — how AI accelerates and improves traditional product design activities — and AI-Native Product Thinking — how I design AI agents, AI experiences, and human-AI collaboration models.

- 17+ product discoveries and Design Thinking workshops converted into successful engagements, with a 38% conversion rate.
- Built 4 design systems for enterprise and consumer applications.
- 14+ design engagements with enterprises (B2B) and 7+ for consumer applications (B2C).
- 40+ UX strategy and pre-sales engagements with a 28% success rate.
- Built design team and UX services; led team skill development, mentoring, design reviews, and team collaboration.
- Other operational initiatives such as organizing Design Internships, Design Hackathon, and Design Week.

EXPERIENCE

Principal Product Designer

Coforge Ltd., Pune | May 2020 – Present (6+ Years)
https://www.coforge.com/

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

Coforge specializes in AI-native engineering, cloud transformation, and intelligent automation, primarily serving industries such as banking and financial services, insurance, and travel.

Product Design — Enterprise Framework for FDA Compliance

Working with a large enterprise that provides compliance services, software, and training for businesses regulated by the U.S. Food and Drug Administration (FDA) and other regulatory bodies.

Project Overview

- **Project Duration:** 3+ years (Ongoing)
- **Team Composition:** UX, Product Manager, Engineering
- **Contribution:** Individual Contributor and team lead of 2 UX designers

Business Challenge

- Enterprise regulatory service users struggle to navigate a fragmented compliance ecosystem. Despite a robust portfolio across industries, finding, managing, and purchasing services remains difficult.
- The goal is to build a platform that streamlines discovery, tracking, and service expansion.

Project Goals

- Unify and streamline the overall current FDA dashboard structure (Services Dashboard)
- Drive adoption for the different product services
- Provide a logical and user-centric view of purchased services (Services Dashboard)
- Enable cross-selling and upselling with contextual prompts
- Visibility of services that are handled from the backend
- Frictionless user registration and onboarding for personalisation
- Promote service bundling for sales enablement (Marketplace)
- Data visualisation dashboard with personalisation for different roles
- Task management to manage compliance-related actions
- Search engine to simplify search for suppliers, products, and news
- Supplier comparison
- Supplier and product pages
- Content management and approval flow for content managers and marketplace
- AI integration to get insights and improve user productivity

Outcome

- Seamless user registration and onboarding resulted in a 38% increase in user registration in the first 2 quarters.
- 34% increase in service subscriptions in the first 2 quarters.
- Overall CSAT score of 66% across features such as Dashboard, Data Visualisation, Marketplace, Search, Facility Supplier, Product Page, and Tasks.

Product Design — Design System

Working on a 1.5+ year engagement with an enterprise that helps law firms optimize operations and drive success with business management and practice-of-law solutions.

Project Overview

- **Project Duration:** 1.5+ years (Ongoing)
- **Team Composition:** UX, Product Manager, Engineering
- **Contribution:** Individual Contributor and team lead of 2 UX designers

Business Challenge

With the launch of a new product, the enterprise is unifying its software into a single cloud platform. However, this creates the challenge of ensuring a consistent, user-friendly experience across a diverse range of products.

Design Discovery

- Leveraging MUI as a base to create the design system
- Documenting the design system in Supernova
- Storybook will be used to demonstrate component functionality for developers
- Applying Aderant's brand identity to the design system
- Documenting each component with its use cases
- Using Atomic Design methodology

Design Process

- Gathering requirements
- Setting up the MUI Figma file
- Establishing foundations and design principles
- Defining design tokens
- Defining iconography
- Customising components
- Documentation and usage guidelines
- Testing and validating each component
- Tracking progress and changes
- Creating pre-built components

- Publishing the design system
- Creating handoff documentation

Outcome

- Higher adoption among teams, ensuring consistency across products
- Increased UI consistency
- Faster time to market with reusable components
- Scalable components to fit different product requirements
- Reduced training costs with clear documentation
- Better collaboration between teams
- Quality control with fewer design inconsistencies
- Easy maintenance with centralised updates across products

UX Strategist — Pre-sales, Up-sell, Cross-sell

- Built design capabilities such as Qualitative and Quantitative Research, UX Audit, Usability Testing, Accessibility, Design System, and Design Thinking, leveraging AI tools to increase productivity.
- Helped 3 product teams with application modernisation by building proofs of concept (POCs) that converted into large engagements.

UX Practice Leader — Design Management

- Team scaling
- Team skillset and toolset development
- Design reviews
- Organizing Design Thinking Workshops, Design Hackathon, and Design Week

UX Architect

Icertis Pvt. Ltd., Pune | Oct 2017 – May 2020 (2.5 Years)
https://www.icertis.com/

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

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.

Project Overview

- **Project Duration:** 2.5 Years
- **Team Composition:** UX, product managers, business analysts, pre-sales, engineering, and documentation
- **Contribution:** Individual Contributor and UX Team Lead of a team of 4 designers

Areas Worked

- Led the UX practice and mentored UX designers
- Worked with a team of product managers, business analysts, pre-sales, engineering, and documentation for core product development
- Worked with clients such as Daimler, Google, Apple, and Transurban on platform customization

Contribution as Mentor and Design Manager

Establish a UX Vision Aligned with Business Goals

- Positioned UX as a driver of faster contract cycles, higher compliance, and user productivity
- Aligned with product and business leadership to define KPIs (e.g., time-to-contract, clause compliance rate)
- Created a UX North Star: a unified vision that emphasizes usability, compliance, and trust in contracts

Conduct a Holistic UX Audit

- Identified usability gaps across the contract lifecycle: authoring, negotiation, approval, storage, and search
- Audited workflows for Legal, Sales, Procurement, and Vendor teams
- Mapped pain points and inefficiencies across personas
- Evaluated mobile, accessibility, localization, and performance from a UX lens

Redesign with a Modular, Role-Based Approach

- Designed task-based, persona-driven experiences
- Created role-specific dashboards (e.g., Legal sees compliance risks, Sales sees pending approvals)
- Designed guided flows for contract creation, approval, and clause selection using wizards or step-by-step UIs
- Used progressive disclosure to hide legal and metadata complexity unless needed

Build a UX System for Scalability

- Accelerated future design work and maintained consistency
- Developed a UX design system aligned with Icertis branding and legal workflows
- Standardized components for clause libraries, workflow builders, approval visualizers, etc.

Build UX Maturity

- Made UX a shared mindset, not just a function
- Conducted UX training for internal teams: legal, engineering, sales, and support
- Introduced a feedback culture: always-on user research, usability testing, and rapid prototyping

Measure and Communicate UX Impact

- Conducted CSAT surveys for key customers
- Qualitative and quantitative user research for key customers
- Incremental design changes in key workflows with low CSAT
- Increased overall CSAT from 27% to 47%

Outcome

- Incremental design changes in the core platform and for key customers
- Implementation of the design system started with UI unification
- Increased CSAT from 27% to 47% for key workflows, based on customer surveys and necessary platform changes

UX Architect

Schlumberger Ltd., Pune | Jun 2016 – Sep 2017 (1.3 Years)

https://www.slb.com/

Setup UX Practice | Enterprise Application Modernization | Team Management

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

Project Overview

- **Project Duration:** 1.3 Years
- **Team Composition:** UX, product owners, product managers, engineering
- **Contribution:** Individual Contributor and UX Team Lead of a team of 4 designers

Business Objective

- Set up the UX practice at Pune Technology Center and bring design maturity to platform teams working on application modernization
- Migration, merging, and modernization of multiple legacy applications into web-based applications

UX Practice Setup and MVP Delivery

Discovery and Alignment

- Met with engineering and product champions
- Audited existing tools and workflows (Petrel, Studio, Techlog, and Avocet)
- Documented existing artefacts and processes
- Prepared a UX maturity assessment

Team Formation & Capability Building

- Set up the team by hiring UX contractors to begin

Process Integration & Pilot Projects

- Selected 2 MVPs: Data Integration and Discovery
- Defined UX workflows (discovery, ideation, delivery, validation)
- Inserted UX checkpoints into Agile ceremonies
- Introduced usability testing protocols

DesignOps & Design System Integration

- Started DesignOps practices (UX documentation, templates, checklists)
- Audited all UI patterns used in PUTC-developed tools
- Created a localized design library aligned with Schlumberger's global design system
- Enabled shared components in code (with development support)

Evangelism, Metrics, and Scaling

- Ran Design Thinking workshops with engineers and PMs
- Published before-and-after UX case studies

- Tracked KPIs and CSAT
- Identified and groomed UX team members

Outcome

- Delivered 2 MVPs: Data Integration and Discovery
- Measured user adoption through CSAT surveys, with an overall CSAT score of 51%
- Grew the UX team from 1 to 5

Senior UX Lead

Persistent Systems Ltd., Pune (Client: Schlumberger Ltd.) | Apr 2013 – May 2016 (3 Years)

https://www.persistent.com/

Schlumberger (SLB) Enterprise Platform Design Multi-User Platform Complex Domain E-commerce CMS Plugin Development Plugin Fulfilment Vendor Pages University Pages

Persistent Systems Ltd. provides software products and services, with a focus on digital engineering and enterprise modernization.

As design partner, worked with SLB (Schlumberger) on the design of the Ocean Platform. The Ocean framework is used for extending SLB platforms such as Petrel, Techlog, and Studio in upstream oil and gas workflows.

Project Overview

- **Project Duration:** 2.4 Years
- **Team Composition:** UX, product owners, product managers, engineering
- **Contribution:** Individual Contributor and UX Team Lead of a team of 2 designers

Business Objective

Modernization of a legacy platform for multiple users, with 8 platform workflow users and 4 end users.

Design Considerations

- **Diversified Personas:** Ocean has diverse user groups, from domain experts (geophysicists, reservoir engineers) to software developers (C#/C++/.NET) and data scientists. Designed for both technical depth (developers) and ease of use (scientists who may not code).
- **Discoverability & Learnability:** The Ocean SDK includes hundreds of APIs and customization points; new users often struggle with its scale and complexity.
- **Progressive Disclosure:** Show basic APIs and functions first, advanced ones later.
- **Plugin Lifecycle Management:** Developers need to build, test, deploy, and manage plug-ins across different SLB platforms. Clear UX for managing plugin versions, deprecations, and dependencies.
- **Global, Offline, and Secure Use:** Many users are in remote locations with limited connectivity and high security concerns. Offline support for local plugin development and testing.
- **Ocean Store:** The Ocean Store is expected to balance discoverability of plugins, trust in plugin developers, version compatibility, search and filter by platform, category, certified status, version, user reviews, usage metrics, and compatibility tags, and easy onboarding for plugin submission.

Contribution

- **Vision & Strategy:** Stakeholder workshops and user interviews to define the UX vision for the platform, balancing user needs, business goals, and platform consistency.
- **User Interviews and Collaboration:**
  - Platform experts such as geophysicists, geologists, reservoir engineers, and drilling engineers, to understand their platforms, plugins, categorisation, and approval process
  - University and software company representatives, to understand their requirements for plugin development and uploading, maintaining their profile pages, and the approval process from a CMS perspective
  - Content managers and approvers of website content and plugins
  - E-commerce platform team, to understand the entire lifecycle from the approval process of uploading and publishing a new plugin by a developer to fulfilment of the plugin to the end user
- **Data-Driven Decision Making:** Used quantitative metrics (usage analytics) and qualitative insights (support tickets).
- **Cross-Functional Leadership:** Partnered with account manager, project manager, product owner, business analyst, engineering architect, frontend and backend developers, QA, and documentation to run UX reviews, product planning, and design critiques. Prioritized via UX evidence (research insights, metrics).
- **Design Systems & Platform Thinking:** Built a design system ensuring design consistency across clouds and personas (admins, end users, partners, developers).
- **Execution at Scale:** Delivered design at platform velocity, supporting agile, multi-sprint, SAFe-style delivery.

Outcome

- **Adoption Rate:** 23% increase in weekly active users
- **CSAT Survey (developers from universities and software companies):** CSAT score of 71% for plugin development
- **NPS Score for Plugin Users:** NPS score of 8 from domain experts
- **Reduction in Support Tickets:** Internal and external support tickets reduced by 27% and 31% respectively

UI Lead

Infosys Ltd., Bangalore | May 2011 – Apr 2013 (2 Years)

https://www.edgeverve.com/finacle/

Core Platform Design | Platform Customization | Web Application | Mobile Application | User Diversity & Accessibility | Legacy Integration | Scalability | Performance

Infosys Limited is an Indian multinational IT services and consulting organization. The Finacle platform supports retail and corporate banking operations for web and mobile applications for clients such as State Bank of India, ICICI Bank, and Punjab National Bank.

Areas Worked

- Worked as UI Lead on the design of Finacle for 2 years
- Designed enterprise applications for multiple customers and their user base of millions
- Core platform release planning, design, and development support
- Worked with stakeholders, product manager, engineering, QA, and documentation
- Customized and designed value-added services for leading financial organizations for their retail banking releases
- Iterative design approach of building prototypes and testing with end users

Design Process

Requirement gathering, sprint planning and grooming, persona validation, task flows, wireframes, stakeholder validation, refinement, and development support.

Design Considerations

User Diversity & Accessibility

- **Multilingual Support:** Designed to support regional languages, especially for banks like SBI and PNB with rural penetration
- **Different User Segments:** Catered to varied user types — first-time users, tech-savvy users, senior citizens, small business owners, and corporate clients
- **Accessibility Standards:** Followed WCAG guidelines to ensure usability for differently abled users (screen readers, high-contrast modes, larger tap targets)

Legacy Integration

- **Seamless Transition:** When upgrading from older Finacle versions, ensured minimal cognitive load or retraining for customers

Modular and Scalable Design

- **Component Library:** Built flexible, reusable UI components that can be customized per bank (theme, iconography, branding)
- **White-Label Design Support:** Banks such as SBI and ICICI wanted unique branding within a shared infrastructure

Performance and Offline Scenarios

- **Optimized Load Time:** J2ME apps needed to perform even in low-bandwidth conditions; displayed only essential information by default and loaded detailed data on demand

UI Designer

Hettich India Pvt. Ltd., Mumbai | Sep 2009 – May 2011 (1 Year 8 Months)

https://web.hettich.com/en-in/

Platform Extensibility | Design for Multi-User Segments | Localisation & Globalisation | Increase in Sales by 11%

The Hettich Group is one of the world's leading manufacturers of furniture fittings.

Project Overview

- **Project Duration:** 1.6 Years
- **Team Composition:** UX, product owners, engineering
- **Contribution:** Individual Contributor

Business Objective

- With India being a potential market for business expansion, understand the challenges of the current unorganized carpenter furniture market and the furniture fittings used, and help increase direct sales.
- Provide an easier way for end users and interior designers to design their own modular furniture using Hettich fittings.

Solution

- Designed extensible furniture planning and design software for the Indian market, extending to other markets
- Designed for multiple user segments

Design Process

Qualitative user research validation, personas, IA, participatory design, wireframes, user feedback, development support, necessary changes, and user testing.

Contribution

- Understood the current market and user segments of retail customers — their brand perception, buying capacity, buying patterns, and demographics
- Cross-team collaboration with product owner and engineering
- Designed the DIY application Hettplan
- User testing and feedback

Outcome

- 11% increase in direct sales in the retail segment

User Researcher (Deputy Manager)

Godrej & Boyce Ltd., Mumbai | Jul 2008 – Jul 2009 (1 Year)

https://www.godrejenterprises.com/

Cross-Team Collaboration | Redefine Market Segment | Reposition Product Portfolio | Increase in Sales by 17%

Godrej & Boyce's manufacturing division focuses on the design and manufacture of home and industrial furniture.

Project Overview

- **Project Duration:** 1 Year
- **Team Composition:** UX, Marketing, Sales
- **Contribution:** Individual Contributor working with a cross-functional team

Individual Contributor

- As a User Researcher, worked with the marketing and sales team of Godrej Interio to understand the current market positioning and vision for their products
- Through qualitative user research with contextual inquiry, redefined the market segmentation of furniture buyers to help achieve business objectives

Business Challenge

37% decline in sales of Godrej retail furniture products.

Solution Approach

Understand the current market and user segments, and redefine the market segment based on users' brand perception, buying capacity, buying patterns, and demographics.

Design Process

- Qualitative user research, including contextual inquiry and questionnaires, with 100+ end users in metro, A-class, and B-class cities across India, such as Delhi, Mumbai, Thane, Ahmedabad, and Pune
- Analysed and documented the research and redefined the market segment

Outcome

- Redefined the market segment based on user research
- Repositioned the product portfolio with the help of marketing
- 17% increase in sales in the immediate quarter