Amit Marathe

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in linkedin.com/in/amitmarathe.com ↗ Portfolio

`Individual Contributor` `Mentor & Leader` `Enterprise Applications (B2B)` `Consumer Applications (B2C)`
`Qualitative & Quantitative Research` `Design System` `Data Visualisation & AI`

Overview

- Principal Product Designer with 17+ years of experience delivering impactful UX solutions across enterprise SaaS (B2B) and consumer (B2C) applications.
- Blend of deep IC contributions and design leadership, specializing in design systems at scale, AI-driven personalization, and data visualization.
- Proven expertise in building UX practices, mentoring design teams, leading design strategy, and driving measurable business outcomes such as adoption, CSAT, and revenue growth.

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 UX Skills

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

- UX Strategy & Research | Design Thinking Workshops | Pre-sales & Product Discovery
- Enterprise SaaS (B2B) | Compliance, LegalTech, FinTech, EnergyTech
- AI & Data Visualization | Personalization | Dashboard Design
- Design Systems & DesignOps | Scalable Component Libraries | Atomic Design
- Mentorship & Leadership | UX Team Building | Stakeholder Alignment

My Experience

Principal Product Designer
May 2020 - Present (5+ Years)

encora ✳
Encora Inc. Pune
https://www.encora.com/

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

Encora is a digital engineering and modernization partner serving enterprise clients.

- **FDA Compliance Platform:** Led redesign, increased registrations by 28% and subscriptions by 21% in 2 quarters.
- **Enterprise Design System:** Built scalable system (Atomic Design, Figma, Storybook) leading to improved UI consistency, accelerated delivery, reduced training cost.
- **AI-driven Dashboards:** Delivered personalized dashboards & data visualizations leading to improved CSAT to 66% across marketplace, dashboards, and task flows.
- **Pre-sales & Workshops:** Ran 15+ discoveries and workshops; supported 40+ pre-sales engagements with 28% success rate.
- **Leadership:** Mentored and scaled team of 12+ designers, instituted design maturity practices across multiple product teams.

UX Architect
Oct 2017 - May 2020 (2.5 Years)

Icertis
Icertis Pvt. Ltd., Pune
https://www.icertis.com/

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

Icertis Contract Management (ICM) is a leading enterprise-grade CLM platform used by Fortune 500 companies.

- Defined UX vision and KPIs (time-to-contract, compliance rate) leading to aligned design with business outcomes.
- Conducted holistic UX audits across legal, sales, procurement workflows leading to redesigned role-based dashboards and guided flows.
- Implemented scalable design system, improving consistency and delivery velocity.
- Introduced UX training, continuous research, and usability testing protocols, making UX a shared organizational mindset.
- Outcome: CSAT improved from 27% to 47% for core workflows

UX Architect
Jun 2016 - Sep 2017 (1.3 Years)

slb
Schlumberger Ltd.
https://www.slb.com/

`Setup UX Practice` `Enterprize Application Modernization` `Team Management`

World's largest oilfield services company with technology facility at Pune Technology Center.

- Established UX practice from scratch, scaling team from 1 to 5 designers.
- Modernized multiple legacy applications leading to delivered 2 MVPs (data integration & discovery).
- Measured adoption: CSAT improved to 51%.
- Implemented DesignOps & localized design library aligned with SLB's global process.
- Advocated UX through workshops & case studies, gaining stakeholder buy-in.

Senior UX Lead
Apr 2013 - May 2016 (3 Years)

Persistent | **slb**
Persistent Systems Ltd., Pune | **Schlumberger Ltd.**
https://www.persistent.com/ | https://www.slb.com/

`Enterprize Platform Design` `Multi User Platform` `E-commerce` `CMS` `Plugin Development` `Plugin Fulfilment`
`Vendor Pages` `University Pages`

Partnered with Schlumberger to design the Ocean Platform for multi-user workflows.

Business Objective
- Led design strategy for platform used by developers, geophysicists, and scientists.
- Introduced progressive disclosure & role-based UX leading to boosted weekly active users by 23%.
- CSAT (plugin developers) 71%; NPS (plugin users) 8.
- Reduced support tickets (internal ↓27%, external ↓31%).
- Built design system to unify experience across clouds and personas.

UI Lead
May 2011 - Apr 2013 (2 Years)

Infosys ▪**Finacle**
Infosys Ltd., Bangalore
https://www.edgeverve.com/finacle/

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

Designed banking UX for millions of retail & corporate users across SBI, ICICI, PNB

- Delivered multilingual, accessible (WCAG), modular design system.
- Balanced legacy integration, scalability, and performance in high-volume banking workflows.
- Supported offline scenarios for low-bandwidth users.

UI Designer
Sep 2009- May 2011 (1 Year 8 Months)

Hettich
Hettich India Pvt. Ltd, Mumbai
https://web.hettich.com/en-in/

`Platform Extensibility` `Design for Multi User Segment` `Localisation & Globalisation` `Increase sales by 11%`

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

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

User Researcher (Deputy Manager)
Jul 2008- Jul 2009 (1 Year)

Godrej | GODREJ & BOYCE
Godrej & Boyce Ltd., Mumbai

https://www.godrejenterprises.com/

`Cross Team Collaboration` `Redefine Market Segment` `Reposition Product Portfolio` `Increase Sales by 17%`

Godrej & Boyce is a manufacturing division of Godrej & Boyce focusing on the design and manufacture of home and industrial furniture.

Conducted 100+ user studies leading to redefined segmentation & repositioned portfolio leading to sales