



Amit Marathe

Building AI Agent Experiences & Human-AI Collaboration

+91 735 026 8585

marathe8@gmail.com

linkedin.com/in/amitmarathe.com

www.amitmarathe.com

- 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

- 17+ years working as Individual Contributor (IC) with 11+ years as Mentor and Leadership role
- Worked as Researcher, Interaction Designer and Usability Expert building complex B2B & B2C applications
- Experience of setting up UX practice, build and mentor UX team at Encora, Schlumberger (SLB) and Icertis
- Worked with multiple enterprise product teams for building products & Design Systems
- Currently I am designing AI agents, human-AI collaboration models, and enterprise products that move business metrics. Building layer between AI capability and human intent building trust, explainability, and control into every interaction

I strongly believe in iterative design process to incrementally build products & services involving users

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
--	---

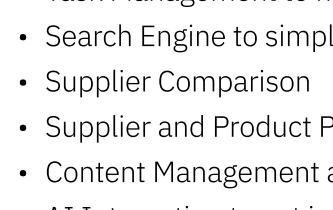
My Contribution

- 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, Design Thinking workshops into successful engagements with 38% conversion rate
- Build 4 Design system for Enterprise Applications and Consumer Applications
- 14+ Design engagements with Enterprises (B2B) and 7+ for Consumer Applications (B2C)
- 40+ UX Strategy & Pre-sales with 28% success rate
- Build Design Team, UX Services, Team Skill development, Mentoring, Design Reviews and Team Collaboration
- Other operational initiatives such as organizing Design Internships, Design Hackathon and Design Week

My Experience

Principal Product Designer

May 2020 - Present (6+ Years)



Coforge Ltd., Pune
https://www.coforge.com/

Coforge is a specializing in AI-native engineering, cloud transformation, and intelligent automation, it primarily serves industries like banking and financial services, insurance, and travel.

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

Product Design - Enterprise Framework for FDA compliance

Working with 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+ (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 which are handled from backend
- Frictionless user registration and onboarding for personalisation
- Promote and bundle service bundling for sales enablement (Marketplace)
- Data visualisation dashboard with personalization for different roles
- Task Management to manage compliance related actions
- Search Engine to simplify search for supplier, 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 results in 38% increase in user registration in first 2 quarters
- Increase in service subscription by 34% in first 2 quarters
- Overall CSAT score across different features like, Dashboard, Data Visualisation, Marketplace, Search, Facility Supplier, Product Page and Tasks is 66%

Product Design - Design System

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

Project Overview

- Project Duration: 1.5+ (Ongoing)**
- Team Composition: UX, product manager, engineering**
- Contribution: Individual Contributor and team lead of 2 UX designers**

Business Challenge

With the launch of 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 Design system
- Documenting design system in supernova
- Storybook will be used to demonstrate the components functionality for the developers
- Using Aderant's brand identity into DS
- Documenting each component with it's use cases
- Using Atomic Design methodology

Design Process

- Gathering requirements
- Setting up MUI Figma File
- Establishing Foundations & Design Principles
- Defining Design Tokens
- Defining Iconography
- Customising Components
- Documentation & Usage Guidelines
- Testing & Validating each component
- Tracking the progress & changes
- Creating pre-built components
- Publishing Design System
- Creating handoff documentation

Outcome

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

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

- Build Design capabilities such as Qualitative and Quantitative Research, UX Audit, Usability Testing, Accessibility, Design System, Design Thinking, leverage AI tools to increase productivity
- Helped 3 product teams for application modernisation by building proof of concepts (POC) converting to large engagements

UX Practice Leader - Design Management

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

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

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 comprises of 4 designers**

Areas Worked

- Lead UX practice and mentor UX designers
- Work with a team of product managers, business analysts, pre-sales, engineering, and documentation team for core product development
- Work with clients like Daimler, Google, Apple, and Transurban for platform customization

Contribution as Mentor and Design Manager

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

Conduct a Holistic UX Audit

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

Redesign with a Modular, Role-Based Approach

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

Build a UX System for Scalability

- Accelerate future design work and maintain consistency
- Develop a UX design system aligned with Icertis branding and legal workflows.
- Standardize components for clause libraries, workflow builders, approval visualizers, etc.

Built UX Maturity:

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

Measure and Communicate UX Impact:

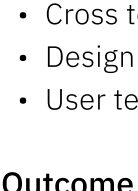
- Conduct CSAT surveys for key customers
- Qualitative and quantitative user research for key customers
- Incremental design changes in key workflows with low CSAT
- Increase overall CSAT from 27% to 47%

Outcome

- Incremental design changes in core platform and key customers
- Implementation of the Design System started with UI Unification
- Increase CSAT from 27% to 47% for key workflows based on customer surveys and necessary platform changes

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

Project Overview

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

Business Objective

- Setup UX practice at Pune Technology center and bring design maturity in platform teams working on migration modernization
- Migration, merge and modernization of multiple legacy applications to web-based applications

UX Practice Setup and Deliver MVPs

- Discover and Alignment**
 - Meeting with engineering, and product champions
 - Audit existing tools and workflows (Petrel, Studio, Techlog and Avocet)
 - Document existing artefacts, and processes
 - Prepared a UX maturity assessment
- Team Formation & Capability Building**
 - Setup team by hiring UX contractors to begin
- Process Integration & Pilot Projects**
 - Select 2 MVPs, Data integration and Discovery
 - Define UX workflows (discovery, ideation, delivery, validation)
 - Insert UX checkpoints into Agile ceremonies
 - Introduce usability testing protocols
- DesignOps & Design System Integration**
 - Start DesignOps practices (UX documentation, templates, checklists)
 - Audit all UI patterns used in PUTC-developed tools
 - Create a localized design library aligned with Schlumberger's global design system
 - Enable shared components in code (with Dev support)

Evangelism, Metrics, and Scaling

- Run design thinking workshops with engineers and PMs
- Publish before-after UX case studies
- Track KPIs, CSAT
- Identify and groom UX members

Outcome

- Delivered 2 MVPs, Data integration and Discovery
- Measured user adoption by conducting CSAT surveys. Measured overall CSAT was 51%
- Grew UX team size from 1-5

Senior UX Lead

Apr 2013 - May 2016 (3 Years)

Persistent Systems Ltd., Pune
https://www.persistent.com/

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

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

As Design partner, worked with SLB (Schlumberger) for design of "Ocean" Platform. Ocean framework is used for extending SLB platforms like Petrel, Techlog, and Studio in upstream oil & gas workflows.

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

Project Overview

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

Business Objective

Modernization of legacy platform for multi user with 8 platform workflow users and 4 end users

Design Considerations

- Diversified Persona:** Ocean has diversified user groups from domain experts (geophysicists, reservoir engineers), software developers (C#/C++/.NET), and data scientists. Design for both technical depth (developers) and ease-of-use (scientists who may not code)
- Discoverability & Learnability:** Ocean SDK includes hundreds of APIs and customization points. New users often struggle with the scale and complexity
- Progressive Disclosure:** Show basic APIs/functions first, advanced ones later
- Plugin Lifecycle Management:** Developers need to build → test → deploy → manage plug-ins across different SLB platforms. Clear UX for managing plugin versions, deployments, 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, easy onboarding for plugin submission

Contribution

- Vision & Strategy:** Stakeholder workshops, user interviews, define the UX vision for 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, their categorisation and approval process
 - University and Software company representative to understand their requirements from plugin development and uploading, maintaining their profile pages, approval process from CMS perspective
 - Content Manager, Approvers of website content and plugins
 - E-commerce Platform team to understand entire lifecycle from approval process of uploading and publishing new plugin by developer till fulfillment process of plugin to 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 & backend developer, QA, and documentation to run UX reviews, product planning, and design critiques. Prioritization via UX evidence (research insights, metrics)
- Design Systems & Platform Thinking:** Built Design System for ensuring design consistency across clouds and personas (admins, end-users, partners, developers)
- Execution at Scale:** Delivered design at platform velocity—suoortine aeile. multi-sorint. SAFE-stvle

Outcome

- Adoption Rate: Increase in weekly active users by 23%
- CSAT survey (Developers of University and Software Companies): CSAT score of 71% for plugin development
- NPS Score for plugin users: NPS score of 8 from domain experts

UI Lead

May 2011 - Apr 2013 (2 Years)

Infosys Ltd., Bangalore
https://www.edgerveve.com/finacle/

Infosys Limited, is an Indian multinational IT services and consulting organization.

Finacle platform supports retail and corporate banking operations for web and mobile applications for clients such as State Bank, ICICI Bank, Punjab National Bank

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

Areas Worked

- Worked as UI Lead for design of Finacle for 2 years
- Design enterprise application for multiple customers and millions of their user base.
- Core Platform release planning, design, and development support
- Working with stakeholders, product manager, engineering, QA and documentation
- Customization and designing value added services for leading financial organizations for their retail banking releases
- Iterative design approach of building prototype and testing with end users

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

Design Considerations

- User Diversity & Accessibility**
 - Multilingual Support:** Design to support regional languages, especially for banks like SBI and PNB with rural penetration
 - Different User Segments:** Cater to varied user types—first-time users, tech-savvy users, senior citizens, small business owners, 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)
 - Created 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 need to perform even in low bandwidth conditions. Display only essential information by default and load detailed data on demand

UI Designer

Sep 2009 - May 2011 (1 Year 8 Months)

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

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

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

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

Business Objective

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

Solution

- Design extensible furniture planning and designing software for Indian market and extending to other markets
- Design for multiple user segments

- Validate qualitative user research, personas, IA, participatory design creating wireframes, user feedback, development support and necessary changes and user testing.

- Contribution**
 - Understand current market segment and user segment, of retail customers, their brand perception, buying capacity, buying patterns, and demographics
 - Cross team collaboration such as product owner and engineering
 - Design of DIY application called Hettiplan
 - User testing and feedback

- Outcome**
 - Increase in direct sales by 11% in retail segment.

User Researcher (Deputy Manager)

Jul 2008 - Jul 2009 (1 Year)

Godrej & Boyce Ltd., Mumbai
https://www.godrejenterprises.com/

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

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

- Project Overview**
 - Project Duration: 1 Years**
 - Team Composition: UX, Marketing, Sales**
 - Contribution: Individual Contributor with team of 4 designers**

Individual Contributor

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

Business Challenge

Decline in sale of Godrej retail furniture products by 37%

Solution Approach

- Understand current market & user segment and redefine market segment based on users' brand perception, buying capacity, buying patterns, and demographics

- Qualitative user research such as contextual inquiry and questionnaire understanding for 100+ end user in metro, A and B class cities across India such as Delhi, Mumbai, Thane, Ahmedabad, Pune
- Analyse and document the research and redefine market segment

- Outcome**
 - Redefine market segment based on user research
 - Repositioning of product portfolio with help of marketing
 - Increase in sales by 17% in the immediate quarter