



Ashish Tripathi

Principal Product designer (VP) @Kotak

“ I design to deliver value for users and business ”

Contact

- Email: woop.ashish@gmail.com
- Website: <https://ashishdesign.com>
- Phone: (+91) 7503654803

Socials

- LinkedIn: [in/ashish-tripathi](https://www.linkedin.com/in/ashish-tripathi)
- Instagram: [@ashish7tripathi](https://www.instagram.com/ashish7tripathi)

Extras

- Design worm**
I've lost track of how many hours I've spent absorbed in a fantastic design.
- Car enthusiast**
When you drive a bike you're observing. When you drive a car you are experiencing.
- Cricket fan**
Cricket showed me that if you can stay positive in a negative situation, you win.

Achievements

- ACE Award**
Received twice ACE award
- Prestigious Award**
Won Prestigious award
- 99design Contests**
Won 7 entries in 99design contest

Profile Summary

Design leader with 11+ years of experience with a strong expertise in leading user experience, product design, creative direction, and collaborating with cross-functional teams. My proficiency lies in designing and directing intuitive and engaging experiences that bring delight to users and contribute to the success of the business.

Experience

- Sep 2024 - Present • Bengaluru

Kotak Mahindra Bank
Principal Product designer – Vice President
- Aug 2022 – Sep, 2024 • Bengaluru

Amazon
Sr. Product designer

 - At Amazon Pay, I oversaw the EUC CX POD and **led a talented UX team** that was committed to developing seamless experiences for everyday use cases like bill payments, recharges, transit, wealth management, rewards, scan & pay, and more.
 - Directed and implemented** for a broad range of revenue-generating categories of Amazon Pay. For Bill payments & transit categories Transactions – there was a **24.10%** increase in the new experience | MAU – there was a **27.67%** increase in the new experience | Overall success rate had a **+780bps** increase in the new experience.
 - Directed a large-scale redesign for bill payments & recharges experiences which led to an increase of **5m+** monthly bill payments with a **12%** improvement in completion rate and made them faster by **7 secs**. I collaborated with CFTs and helped grow MAU from 17 m to 25 m+.
 - Collaborated** with different product and global tech teams to ensure that customers received the best experience possible.
- Apr 2019 – Jul, 2022 • Hyderabad

Tech Mahindra
Design Manager

 - Directed and implemented a broad range of revenue-generating design projects, from conception to launch.
 - Readily translate business requirements into effective user interfaces. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements.
 - Intuitively adapted to new technology and innovative processes while ensuring compliance with corporate standards.
- Sep 2018 – Mar 2019 • Gurgaon

Publicis Sapient
Art Director

Led peer work allocation and design modules. Acted as part of a multidisciplinary team
- Jan 2018 – Aug 2018 • Gurgaon

Indifi
UCD Manager

Functioned as part of a multidisciplinary team, carrying out ad-hoc tasks as requested by the Stakeholder or Delivery Manager
- Jun 2015 – Aug 2017 • Noida

ToTheNew
Sr. Designer

Worked on a range of projects, designed appealing websites & mobile applications and interacted with marketing teams, front-end developers and Project managers on daily basis.
- Oct 2014 – Jun 2015 • Noida

Mobulous
Associate Designer

Worked on a range of mobile applications designing and interacting with Project Stakeholders, Developers and Project Managers
- Oct 2012 – Oct 2014 • Noida

Corbus LLC
UI Designer

Acted as pilots for service support to CBM project which are the biggest recruiting firms in U.S i.e monster.com & careerbuilder.com

Skills

As a leader

- Collaborating** with executive leaders and cross-functional teams to enhance and expand the product landscape through impactful projects and innovative concepts.
- Striving** for customer advocacy and achieving design harmony among various teams.
- Drive** user centered and creative process within team insisting in higher standards for solutions and deliverables.
- Guiding and assisting** UX designers by steering the design process through evaluations and established frameworks.
- Recruiting, growing and leading** design team considering subsidiary goals (e.g. product portfolio, financial KPIs)

As a Product designer

- User Centred Design
- Creative & Visual Design
- Interaction Design
- Design sprints and Workshops
- Usability Testing
- Agile Methodology
- Experience Validation
- Motion Design/Prototyping
- Budget & Resource Mgmt
- Team Mgmt
- Performance Mgmt
- Operations Mgmt

Education

<p>B.Tech. (CSE) A.K.T.U University Jul 2012</p>	<p>HFI Module Certifications HFI Nov 2015</p>	<p>Interaction Design Foundation UCD courses Dec 2016</p>
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