



# Ashish Tripathi

Sr. Product designer  
@Amazon

“ I design to deliver value for users and business ”

## Contact

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## Socials

LinkedIn  
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@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

Aug 2022 - Present Bengaluru



Amazon  
Sr. Product designer

- At Amazon Pay, I oversee the EUC CX POD and **lead a talented UX team** that is committed to developing seamless experiences for everyday use cases like bill payments, recharges, transit, wealth management, rewards, scan & pay, and more.
- Directing and implementing** for broad range of revenue generating categories of Amazon Pay. For Bill payments & transit categories Transactions - **24.10%** increase in the new experience | MAU - **27.67%** increase in the new experience | Overall success rate **+780bps** increase in the new experience.
- Directed large scale redesign for bill payments & recharges experiences which lead to increase **5 m+** monthly bill payments with **12%** improvement in completion rate and making them faster by **7 secs**. Collaborated with CFTs and helped grow MAU from 17 m to 25 m+
- Collaborating** with different product and global tech teams to ensure that customers receive 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



B.Tech. (CSE)

A.K.T.U University  
Jul 2012



HFI Module  
Certifications

HFI  
Nov 2015



Interaction Design  
Foundation

UCD courses  
Dec 2016