

Amrit Daga

AVP – Product Design

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Bengaluru, India

SKILLS & TOOLS

- Task prioritisation – **JIRA + Azure**
- Requirements – **Confluence**
- Usable design input – **Claude**
- Documentation – **Notion**
- Information architecture – **FigJam**
- Design – **Figma + Claude / Make**
- Systems – **Material / HIG**
- Code – **Visual Studio**

INTERESTS

Football · Travel · Design · Fitness · Photography · Food · Treks & hikes · Dogs · Wildlife · Technology · Music · Video games · Stand-up comedy

WORK EXPERIENCE

~9 years

Kotak811, Bengaluru

Jan 2026 – Present

Associate VP – Product Design

- Led design for the fintech's **high-revenue products**: Credit Cards, Rewards, Loans, Forex, Insurance and Chatbot.
- Revamped the **Credit Card homepage** to increase engagement, retention and conversions.
- Designed the **Rewards and Milestones** experience, which leadership took live in the Kotak Mahindra app.
- Reworked the **Personal and Gold Loan** journeys for a smoother, more engaging experience.
- **Scrum master** for a **30+ member** design team, managing bandwidth and resource allocation.

Tata ClassEdge, Mumbai

Apr 2021 – Nov 2025

UX Specialist

Promoted from UX Designer and Assistant Manager

- Led UX for **AI-powered EdTech** products, SaaS adopted by **5K+ schools**, 74K+ classrooms, 200K teachers and **2M+ students**.
- Worked closely with leadership to balance the business lens with user focus. Conducted **50+ interviews** with real users for early feedback.
- Mentored **5 designers** to grow professionally and contribute meaningfully. Awarded **'Star of the Quarter'** for leadership and process optimisation.
- Built a complete responsive **design system** following WCAG accessibility guidelines, increasing the design team's efficiency by **300%**.

Rucept, Los Angeles

Oct 2020 – Apr 2021

Product Designer

- Pitched gaming studios, from indie to AAA, to set up in-app merchandising stores and dashboards. The start-up raised a successful **funding round** in early 2022.

Metaphors, Pune

Oct 2017 – Dec 2019

Architect

- Designed at every scale, from interiors to urban design, across **20+ projects**, learning to plan for how people move through and use a space.

EDUCATION

5 years

Manipal University, Udupi

Jul 2012 – Aug 2017

Bachelor of Architecture (B.Arch)

- Five years of studio training in space, structure and the people who use them, the foundation I still design from. Graduated with a **7.35 CGPA**.