



AMIT SAXENA

01/02

CX & UX : Design, Research, Strategy, Ops | saxenamit.com

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[My LinkedIn](#)

Bangalore, India

Experienced in

DOMAINS



- Enterprise Workplace & Security | 1
- Mobile Productivity Apps | 2
- CRM, Service Mgmt, Marketplace | 3
- Finance & Travel Tech | 4
- Web & Media | 5
- IoT & Robotics | 6

CUSTOMER SEGMENTS

- Large Enterprises -
- Digital Native Startups -
- Small to Medium Businesses -
- Small Office Home Office -
- Creators & Consumers -

COMPETENCIES

- UX Strategy & Visioning -
- CX & UX Design -
- Data Analytics & Story Telling -
- Quant & Qual User Research -
- Organizational Setup & Management -
- Strategic Thinking & Budget Planning -
- Stakeholder Management -
- Design System & Governance -
- Artificial Intelligence for UX -
- AI-IoT Convergence -
- Success & Impact Metrics -
- Customer Co-creation Programs -
- Operational Excellence -
- Partner & Vendor Management -

PROFILE SUMMARY

Seasoned and Entrepreneurial Design & Research Leader, **learning and delivering for over 20 years** on inclusive, accessible & winning Customer and User experiences in B2B & B2C industries covering solutions across IT SaaS and PaaS. **Crafted internal UX platforms and self-serve systems horizontally** enabling 40+ product groups to apply UX practices at scale in Microsoft. **Passionate and self-driven** about Human-Centered Design-Thinking, Neuroscience, Startup Ecosystem, and Trends in Emerging Technologies to shape experience roadmaps. **Coaching** young Indian startups with design strategies and mentorship to increase their product-market-fit and success rate. **Seeking** leadership opportunities to grow a world-class Experience Research & Design team and transform culture & practices by getting ahead of evolving AI capabilities.

Global Leadership & Building Organizations

- Served onsite in **India, NORAM, Europe, LATAM and Asia** markets touching over 550 Mn users
- Built **ground-up and managed multi-disciplinary and globally distributed teams** as core and matrixed organization structures of 50+ members
- Secured and managed **resource fundings** up to \$2.2 Mn on CC Ops during budget arbitrations & cuts

Design Systems, Platforms & Data-Driven Operational Excellence

- Driven **Design System upgrade innovations** with 11 patented components with interaction patterns
- Developed **new Research platforms utilizing telemetry** engaging 21000+ users & 60% lead time reduction
- Crafted UX frameworks resulting in up to 25% **Design and Tech debt reduction** recorded through FinOps

Future-Readiness with AI-Powered UX Practices

- Instituted **AI powered platforms with predictive analytics** demonstrating 220% UX productivity gains
- Designed **multi-modal Agentic-AI experiences** of voice, text & imaging saving 32% servicing cost of airlines
- Developed my **content-to-commerce startup with Gen-AI setup** clocking \$18000 revenue as POC

Cultural & Digital Transformations at scale

- Driven **UX shift-left on product life cycles** resulting in early involvement of UX at product strategy stage
- Programmed **foundational projects enabling adoption and growth** in 1.2 Bn global digital workforce TAM
- Established **Centre of Excellence with Customer & User success metrics** adopted by 9500 product-makers

Strategic Partnerships & Ecosystem Management

- Established **Design governance cross-functionally** with top leadership in Microsoft and Amadeus
- Created **"Digital Natives Influencer" co-creation program** and enrolled 52 startups to drive up penetration
- Forged partnerships with Startup incubators **TIE**, and **T-Hub** and driven **captive customer communities**

KEY DELIVERED ACCOMPLISHMENTS

- Microsoft [LOOP](#) Workspace App & Admin experience** design adaptation for Digital Native Startup segment's product-market-fit that drove new market penetration
- [KAIZALA](#) Mobile App** innovation of chat based sales automations for Small businesses increased activations from 5Mn to 12Mn over a year, fueling capabilities horizontally across M365 Suite
- SharePoint [LISTS](#) iOS App** re-designed through co-creation with end-users from 24 global Fortune 500 enterprises increased Appstore rating by 1.4 points
- [VIATERRA](#) e-commerce website** design enabled merchandizing scale globally in 60 geos
- Make-for-India localizations** of global Samsung products like **[FLIP](#)** visual display, **[Frame TV](#)**, **[Samsung-Pay digital wallet](#)** and **[Samsung-HealthCare](#)** that contributed to 2.1% increase in India market share by revenue over 2 years during Chinese compete domination

Created Microsoft – India **[Design portal](#) and [social sites](#)** that showcased the UX Studio brand externally and attracted the best available UX talent, contributing to **500% growth in the team** from 60 to 300 members over 3 years and reduced in-house attrition by 23%.

KEY TOOLS

Productivity

- Microsoft 365 Suite
- Microsoft Power BI
- Jira Software
- Confluence
- Azure DevOps

Design

- Figma, Figjam
- Adobe XD, Ai, PS, Ae
- Blender 3D
- Rhinoceros 6

Research

- Maze.co (Live website testing)
- Miro
- UserTesting
- Qualtrics XM

Applied AI for UX

- Figma + Claude Code (Vibe </>)
- Lovable + Supabase (Vibe </>)
- Attention Insights
- Open AI – Deep Research
- Microsoft 365 Copilot
- Perplexity

REFERENCES

Mr. Deepak Menon
VP – Design & Research
Microsoft

Mr. Francois Laburthe’
SVP – Product Management
Amadeus

Mr. Arvind Bhat
AVP – Engineering
Amadeus

CAREER JOURNEY

Jul’24 – Present

Founder Partner & Investor

CRUCX.AI, Bangalore-India [Content-to-Commerce Platform]

- Building end-to-end Agentic-AI platform for content creation to marketplace. INR 4.5Mn 2025 turnover

Sep’23 – Feb’26

Global Head of UX – Travel Distribution

AMADEUS, Bangalore-India, Nice-France, Aachen-Germany [Travel Tech]

- Built 0→1 UX organization covering 200+ Travel & Office IT products, raised UX maturity by 28 NN/g Pts
- Established compliant AI predictive analytics tool achieving 220% productivity gain benefitting finops
- Driving Gen & Agentic-AI based end-to-end Tavel experience innovations and Design System upgrades

May’18 – Aug’23

Group Experience Manager – UX Research, Design, Ops

MICROSOFT, Hyderabad-India [IT - Cloud, Workplace, Security]

- Established 0→1 team of 51 members with Design, Research & Ops skillsets in matrixed structure
- Designed & launched co-creation programs enabling self-serve models 9500 product-makers
- Drove growth market innovations & horizontal experiences across Cloud, Workplace and Admin products

Aug’14 – May’18

General Manager – Design Group Leader, South-West Asia

SAMSUNG, Delhi-India [Mobile, CE & IT]

- Headed and grew UX, ID & Research teams by 4X to 24 members over 3 years
- Delivered Make-for-India localizations on AI-IoT based cross-platform convergent solutions
- Drove CES showcased innovations in collaboration with teams across Seoul, London, Milan and Brazil

Nov’07 – Aug’14

Senior Manager - Global Consumer Design, Asia

WHIRLPOOL CORPORATION, India, China [Consumer Electronics]

Crafted advanced UX & product strategy as a Global Lead driving digital transformations for 5 regions with distributed teams (Asia, N.America, Latin America, EMEA, Mexico) landing iF, Good Design & Edison Awards

Nov’04 – Nov’07

Early Career Stages

Deputy Manager – Innovations | ONIDA, Mumbai-India [AV & Digital Broadcasting]

Delivered innovations for Smart TVs, mobile devices, multi-media players countering Japanese compete

Designer | FLEXTRONICS, Bangalore-India [Mobile, IT S/W & H/W, Broadcast]

Delivered “First Time Right” designs of Electronic Program Guides for Digital multimedia devices

Jun’1999 – Aug’05

Founder Director

Founded 3 consultancy startups during Y2K and delivered 40+ projects

ALCUBIS | Self Funded : (Service Tax No. : AHJP1925BSD001)

Branding, E-commerce web, Healthcare solutions

QMULUS | Seed Funded : (CIN : U74999GJ2004PTC044417 | Registration No. : 44417)

Product design, Graphic design, Media solutions

EDGE Studios | Bootstrapped : (CIN : U45201DL2001PTC113357 | Registration No. : 113357)

Built a KPO model and grew the company to 80 staff members delivering end-to-end digital services

EDUCATION

2026

Claude Agentic AI | Certification
Anthropic

2023

Leadership with Artificial Intelligence | Executive course
Indian School of Business, Hyderabad

2001 - 04

M. Des - Product Design | Post Graduation
National Institute of Design, Ahmedabad

1994 - 99

Bachelor of Architecture | Graduation
School of Planning and Architecture, Delhi