



# AMIT SAXENA

01/02

CX & UX : Design, Research, Strategy

saxenamit.com

+91-9810106054

alcubis@gmail.com

My LinkedIn

Bangalore, India

Experienced in

## SOLUTION AREAS



- Enterprise Workplace & Cloud | 1
- IT SaaS, PaaS | 2
- CRM, Business Intelligence | 3
- E-commerce, TravelTech, FinTech | 4
- Web & Media | 5
- IoT & Robotics | 6

## CUSTOMER SEGMENTS

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

## COMPETENCIES

- CX & UX Design & Visioning -
- Interaction Patterns & Usability -
- Customer & User Journey Maps -
- Data Analytics & Story Telling -
- Quant & Qual User Research -
- Design System & Governance -
- Artificial Intelligence for UX -
- Success & Impact Metrics -
- Organizational Setup & Management -
- Strategic Thinking & Budget Planning -
- Stakeholder Management -
- AI-IoT Convergence -
- Centre of Excellence -
- Partner & Vendor Management -

## PROFILE SUMMARY

Seasoned and Entrepreneurial Design & Research Leader, **learning and delivering for over 22 years** on inclusive, accessible & winning Customer and User experiences in B2B & B2C industries covering solutions across IT, Retail, Travel and Fintech. **Built customer co-creation partnerships and UX platforms horizontally** enabling 40+ Productivity suite & Cloud product groups to apply user-centric 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 & experiences 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 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 productivity 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 36%.

## KEY TOOLS

### Productivity

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

### Design

- Figma, Figjam
- Adobe Creative Cloud (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

**Master of Design - Product Design | Post Graduation**  
National Institute of Design, Ahmedabad

1994 - 99

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