

Amrinder Sandhu

Digital product designer with 12 years of experience focused on delivering human-centered business outcomes and delightful user experiences.

2013-2020

Head of Design, Unmetric (acquired by Cision)

Key member of the core team that built the company from a bedroom startup to venture capital backed global firm based in the US and India. Hands-on designed the B2B SaaS products from day one, offering delightful user experience appreciated by clients like Coca-Cola, Unilever, GM, Pepsi, Ford, Amex, FedEx.

- Remotely built, led, and mentored a design team of five. Established and fostered a culture of curiosity, exploration, experimentation, and contribution.
- Designed and continuously iterated three core products and a mobile app hands-on while working closely with the CEO and Head of Product.
- Worked closely with the marketing team to design a responsive website and blog. Led multiple redesigns and also contributed to the content strategy.
- Created user flows, journey and story maps to build shared understanding.
 Built prototypes, wireframes, and mockups to validate product ideas.
- Initiated and led cross-functional collaborations from discovery through delivery to ship products and features, and improve UX. Defined success metrics to measure outcomes.
- Led qualitative research using JTBD framework to frame the founders' vision and define product priorities.
- Conducted user interviews with the Head of User Research to collect qualitative and quantitative data to make design decisions.
- Introduced best practices (retrospectives), frameworks (OKRs), and tools (Slack) to help improve collaboration, processes, and communication.
- Developed a design system and scaled it across products.

2010-13

Design Lead, Unmetric

The CEO of Unmetric hired me early on to build an MVP. As the team grew, I worked with the Head of Product and distributed team of engineers to build core features and improve end-to-end user experience.

- Designed the core product from ground up.
- Owned a variety of high-impact projects & product experiences.
- + Built the front-end architecture using Gulp, Jade, SCSS, BEM, and OOCSS.

2010-13

Design Lead, CitizenLocal (acquired by MyLife) / Pixoto / PopSurvey

Led design and front-end development at a handful of B2C startups. Worked directly with CEOs, and Co-Founders from ideation to production. Designed everything from UI/UX for web and mobile apps, responsive websites, and logos.

2010-11

Interaction Designer, Intel

Worked with the engineer manager to deliver Intel's first browser-based server application. Designed and developed a simple solution to show the health and storage status, hardware, and virtual machines in different models of Intel servers.

2008-13

Web Designer, Freelance

Worked on 50+ projects with over a dozen clients from US, UK, Australia, and Canada. Clients include Zomato, ProProfs, PCL, Grasshopper, and MyEducaton.

2003-07

B.Tech. in Computer Science and Engineering, India

1984-2020

Spiritual being > Honest human > Grateful son > Caring husband > Loving father > Generous friend > Avid learner > Inspiring teammate > Passionate designer > Selfless volunteer > Skillful DIYer > Aggressive player



Lakshmanan Narayan CEO & Co-Founder at Unmetric (acquired by Falcon.io/Cision in Oct 2019)

March 23, 2020, Lakshmanan (Lux) managed Amrinder directly

Forget design. Amrinder is the kind of person you want on your product team. Period. His thoughtful approach to designing great user experiences and products, unwillingness to accept intellectually lazy answers, and pursuit of beauty is refreshing and goes a long way towards building amazing products. I've personally and closely worked with him on at least three SaaS products and have been pleasantly surprised each time. I'd work with him in a heartbeat - on anything related to design. Heck, even if it wasn't about design.