

SHIVA AMBATI

Sr. UX Designer • 4yr+ • Ex-Samsung • M.des @IISc

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SUMMARY

Senior UX Designer with M.Des degree & 4+ years of experience leading user-centered design initiatives for consumer & enterprise products across various domains. Proven expertise in cross-functional collaboration, design systems, and product strategy. Expert in design research, prototyping, and delivering measurable business impact through holistic design solutions that balance craft, research, strategy and empathy.

EXPERIENCE

Senior UX Designer | Head Digital

Jun 2024 – Present | Hyderabad

- Owned & shaped core gameplay and engagement flows for India’s leading online gaming platform A23 Rummy with ~75m users
- Drove higher rebuy/ rejoin rates (revenue per game) by enabling seamless multi-table & minimised gameplay
- Brought consistency across 100+ flows, improving communication and persuasion in time-critical scenarios to boost next-game joins and upsell.
- Championed multi-sensory ux (motion design, micro-interactions, auditory cues, haptics) to elevate delight and immersion.
- Built non-intrusive, game-adjacent experiences (communications, settings, rewards) to reduce distraction and keep players engaged.
- Designed strategic upskilling features, reducing losses and increasing games/day/ player.
- Lowered tax costs by incentivising players to retain balances, achieving 29% adoption. Optimised through A/B testing
- Collaborated with android/iOS teams to overcome constraints and deliver polished experiences

Experience Planner | Samsung India

Sep 2022 – Jun 2024 | Gurgaon

- Created 20+ new concepts in camera & editing, through comprehensive qualitative and quantitative research, tailored for Indian user needs.
- Led research & uncovered 17 product opportunities through 52 GenZ student IDs at NIFT & IIFT.
- Increased share-worthiness of photos by simplifying the capture → edit → share journey, addressing time constraints, tool awareness, and complexity.
- Surfaced Document Scanner natively to address 22% user leakage to third-party apps
- Discovered a new on-device touch point that led to 15% increased adoption to Samsung Care+ subscription
- Informed fast-charging product strategy by unlocking behavioural insights from large-scale charging data of South west Asia.
- Boosted feature discoverability by integrating 71 quick actions across 16 apps plus 47 native features into Native Search
- Recognition: Winner (Team), GoSmart Award 2023

UX Designer | Carestack

Jan 2022 – Aug 2022 | Thiruvananthapuram

- Built unified design system from ground up with reusable components, adopted across all product modules
- Redesigned patient management module resulting in significant improvement in task completion rates for healthcare professionals
- Collaborated with cross-functional teams to ensure design feasibility and seamless technical implementation

UX Designer | Terrific Minds

Jul 2021 – Dec 2021 | Thiruvananthapuram

- Designed user experiences for healthcare, fintech, e-commerce and social products balancing user delight with business goals
- Conducted user research and usability testing to validate design decisions and iterate based on user feedback

EDUCATION

Master of Design, Product Design

Indian Institute of Science (IISc), Bengaluru | 2019 – 2021

Winner National Design India Network Challenge, 2020

Bachelor of Technology, Mechanical Engineering

Indian Institute of Information Technology, Design & Manufacturing (IIITDM), Jabalpur | 2014 – 2018

KEY ACHIEVEMENTS

- Winner of Go Smart Award at Samsung India for delivering high-quality insights and concepts with speed and clarity.
 - Winner of National Design Innovation Network Challenge 2020
 - Led multi-sensory gaming experience design integrating UI, motion, sound, and haptics for enhanced user engagement at A23 Rummy
 - Led comprehensive user research initiative uncovering Gen Z insights, directly influencing Samsung's camera feature roadmap
 - Architected and deployed unified design system with reusable components, streamlining healthcare product development
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SKILLS

Design Strategy & Research: User Experience Design, User Research, Competitive Analysis, Design Strategy, User Journey Mapping, Usability Testing, Consumer Insights, Market Research

Design & Prototyping: Wire-framing, High-Fidelity Prototyping, Design Systems, Interaction Design, Visual Design, Motion Design, Multi-Sensory Design, Information Architecture

Leadership & Collaboration: Cross-Functional Leadership, Stakeholder Management, Product Strategy, Design Mentorship, Strategic Planning, Problem Solving

Tools & Technologies: Figma, Notion, ChatGPT, Miro, Sketch, Adobe Creative Suite, After Effects, Framer, Analytics Tools, HTML & CSS (Basic).

DESIGN PHILOSOPHY

First Principles Thinking: Break down problems to their core to build unique, robust solutions from fundamental blocks

Beyond the Obvious: Uncover hidden insights by connecting data patterns and seeing opportunities others miss

Outcome over Output: Prioritize tasks that directly impact product vision, focusing on measurable outcomes rather than process

Interdisciplinary Versatility: Act as a value multiplier by contributing meaningfully across research, design, and strategy

Objective & Open-Minded: Make rational, evidence-driven decisions, staying critically objective and adaptable

TESTIMONIALS

"Cuts through messy complexity with structured thinking and brings clarity every time"

"Unmatched in uncovering unique consumer insights that drive market differentiation"

"Meticulous attention to detail; nothing slips through the cracks, from micro-interactions to full flows"

"A collaborative, empathetic teammate who lifts the entire team with energy and clarity"

ADDITIONAL INFORMATION

Languages: English (Fluent), Hindi (Fluent), Telugu (Native)

Personal Interests: Fitness training, badminton, swimming, rock climbing, anime, technology trends