

shiva ambati

sr. ux designer • 4yr+ • ex-samsung • m.des @iisc

shivaambati.design@gmail.com shivaambati.com [linkedin](#) +919630838839



professional experience

sr. ux designer | head digital jun '24 - present

- **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 per player**.
- **lowered tax costs** by incentivising players to retain balances, **achieving 29% adoption**.
- collaborated with android/ios teams to overcome constraints and deliver polished experiences

experience planner | samsung india sep '22 - jun '24

- created **20+ new concepts** in camera & editing, through comprehensive research (qual+ quant), tailored for indian user needs.
- led research & uncovered **17 product opportunities** through 52 genz student idis 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 to address **22% user leakage** to other apps
- discovered a new on-device touch point that contributed to **15% adoption** to samsung care+ subscription
- informed fast-charging product strategy by unlocking behavioural insights from large-scale charging data of south west asia.
- **recognition**: winner (team), **go-smart award 2023**.

ux designer | carestack & terrific minds jul '21 - aug '22

- built unified **design system** from ground up, adopted across platform
- multi doman experience: healthcare, fintech, e-commerce and social products.

education

m.des, product design
iisc bengaluru (2019–2021)

b.tech, mechanical engineering
iiitdm jabalpur (2014–2018)

recommendations

cuts through 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, **micro-interactions to full flows**

[read on linkedin →](#)

skills & tools

design strategy & research:
qualitative & quantitative research, usability testing, insight synthesis, competitive analysis.

design & prototyping: ux design, ui design, interaction & motion design, code friendly designs, responsive design, file etiquette

inter personal: cross-team collaboration, stakeholder management, design mentorship & storytelling,

tools & technologies: figma, notion, protopie, chatgpt.

design manifesto

- **first principles thinking:** break down problems to their core to build robust solutions from fundamental blocks.
- **beyond the obvious:** uncover hidden insights by connecting patterns, decoding underlying needs & painpoints
- **outcome over output :** prioritize tasks that directly impact product vision, focusing on measurable outcomes.
- **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.

life outside work

workouts, badminton, swimming, anime, meme dealer, bad puns and dad jokes