ASHISH HANDA

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Work Experience

Amazon, India
Sr. UX Designer 2021-Present

GE Healthcare, India
Lead UX Designer 2017-21

Philips Design, India
Sr. UX Designer 2016-17

HCL Technologies, India
Industrial Designer 2011-16

Embrace Global, India
Product Design Intern 2011

Volvo, Sweden
Design Thesis 2010-11

Volvo-Eicher Commercial Vehicle Ltd.
Design Engineer 2008-09

Education

Industrial Design Center, IIT Bombay
Masters of Design 2009-11

Nirma Institute of Technology, India
Bachelors of Technology 2004-08

Accolades

- **Day1** award for excellence at Amazon all-hands 2024
- Best **Innovator of the Year** award for 2020 across GEHC SE-Asia
- **O-Infinity** award employee for 4 continuous years (2012-15) at HCL Technologies
- Member of winning team of **Robocon-2006** a PAN-ASIAN international robot competition

Summary A learner for life

Energetic design leader with 14+ years of design expertise. Steered projects from concept to successful launches. Skilled at translating complex business strategies into impactful designs. Seeking leadership role to build and lead a world-class design practice, tackling critical challenges with creativity, precision & flamboyance.

Amazon Bazaar Amazon India
Ecommerce store aimed at bringing new customer to Amazon, 2022-Present

> 734K customers YTD with avg. 1MM daily sessions | 1MM units sold | 38.7% New/Reactivated Customers | Better customer service rate than Amazon by 5.2% | Better browse experience (2x GVs) | Better conversion for non shoppers & unsettled customers

- Lead end-to-end product design strategy for Amazon Bazaar
- Developed north star vision securing investment from leadership
- Architected store experience for Tier 2, 3+ city shoppers
- Conducted multi-city user research to validate early product-market fit & initial UX concept
- Collaborated on visual theming and language system with central marketing team
- Executed design with local & global tech partners
- Continuing to drive improvements in traffic, value, and conversion through innovative features, promotions, and strategic pivots.
- Influencing the product roadmap by pushing the boundaries through concepts on evolving shopping behaviour

B2C rigor | Data driven design decisions | Hiring & Mentoring talent | Collaboration with agencies for research and merchandise design | Architecting Design events | Senior Leadership Reviews | Fight against Dark Patterns

Web based application for Biopharma scientists GE Healthcare
AI based tool for predicting cell culture growth and ideal harvest time, 2018-21

> A first of its kind prediction system to save cell cultures critical for terminally ill patients, to create a personalized cure through immunotherapy | Web app | 4 strategic partnerships | Covered at 2 international biopharma conferences

- Developed Digital Twin product architecture
- Led cross-functional design thinking workshops
- Transformed complex excel-based processes into intuitive visual workflows
- Created end-to-end designs aligned with new branding
- Conducted usability testing to improve & tune the app workflow

Blue Sky thinking | Visual Roadmaps | Co-creation & Partnership pitches to Pharma Clients | Domain immersion | E2E design owner

Mobile app for novice ultrasound users GE Healthcare
AI based education & guidance tool for training novice sonographers, 2019-21

> Application design to guide novice users while scan selected anatomy faster with higher accuracy by providing AI based real time guidance through scan frame recognition

- Designed innovative scan guidance system for portable ultrasound device
- Addressed market share challenges against competitors
- Created ML-powered visual guidance for novice users
- Developed and tested multi-fidelity mockups
- Designed split-screen interface for live ultrasound use
- Contributed to potential stethoscope replacement technology

Design for Learnability | Visual guidance | Smart

Skills

- Facilitation for Blue Sky Thinking - Design thinking with stakeholders
- Customer/User research - Primary and Secondary
- Product, Process and Eco-system mapping
- Design systems - creation and application
- End-to-end design rigour - White-boarding, wire-framing/prototyping, high fidelity mocks, pixel perfect executable details
- Qualitative usability testing | A/B testing
- Concept animations | Presentations
- Design documentation | Sketch noting

Patents

GE Healthcare
- Proficiency based adaptive interface for an Ultrasound system - Filed
- Interactive real-time user guidance for an Ultrasound device - Filed

HCL Technologies
- US Patent for Mixer grinder base - D864656 - Granted
- Media size identifier in scanner - 20131837US01 Utility patent - Granted

Alive & Kicking

- Cooking
- Sketch-noting
- Writing
- Motorcycle rides

Desktop based software for protein imaging   GE Healthcare
Embedded software for scientific device-based screen, 2018-19

> Designed and executed end-to-end software in collaboration with Japanese engineering team

- Redesigned lab protein imaging device software
- Transformed legacy system to modern touch-based interface
- Enhanced features for productivity, connectivity, and personalization
- Created engaging start-up animation
- Led product design strategy
- Exceeded 2020 sales projections early, outperforming competitors

Embedded device based interaction design | Domain immersion | Collaboration across multi-cultural teams | Precision Engineering

Design of premium range of kitchen appliances Philips Design 2015-2016

- Designed a range of premium digital mixer grinders for Indian kitchens on Preethi Zodiac platform https://amzn.in/d/aFFwWuE
- Designed concepts for carbon fiber gas stoves for an upcoming range of preimum kitchen appliances portfolio

Industrial Automation HCL Technologies 2014-2015

- Web based marketplace design for industrial robot applications for ABB https://developercenter.robotstudio.com/
- Desktop application for facility instrumentation, automation & management for MOLEX

Health-tech HCL Technologies 2013-2014

- Web based mobile application for field service planning - for local and cross-border service planning for GE Lifesciences
- Android application for blood sugar measurement for ABBOTT medicals

Health-tech HCL Technologies 2011-2013

- Designed multiple tangible medical devices ranging from arterial clotting device, growth hormone injector, connector for insulin infusion pump, disposable packaging for surgical instruments for bone surgeries, to catheter designs for interventional cardivascular prcedures.

Healthcare Embrace Global 2011

- Designed a range of concepts for innovative low cost baby warmer for rural market in India. https://www.embraceglobal.org/

Thesis Volvo Trucks (Gothenburg, Sweden) 2010-2011

- Designed a sub-1 ton commercial vehicle (last mile transport) for Indian sub-continent

Minor - thesis IDC, IIT Bombay 2010

- Re-designed a power tiller by improving the usability and ergonomics of the agricultural product to improve the productivity and lifestyle of Indian farmers