

# ASHISH HANDA

Senior UX Designer, Amazon • [www.ashishhanda.com](http://www.ashishhanda.com)



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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

**Lead 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 15 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

Lead the design of a value oriented e-commerce store for Amazon, 2022-Present

~ 1MM daily sessions (peaked at 2.15 MM during Diwali'25) | ~1.5 MM transacting customers | 7 MM units sold (2025) | 38.7% New/Reactivated Customers | Better browse experience (2x GV's)

- Lead end-to-end product design strategy for Amazon Bazaar
- Developed north star vision to secure 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
- Lead the visual re-branding of the store with central marketing team and external design partners
- Continuing to drive improvements in traffic, value, and conversion through innovative features, promotions, and strategic pivots.
- Influencing the product roadmap through strategic visualizations of evolving shopper 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

## Dark Patterns - Audit to Mitigation Amazon India

Championed cross platform audit of e-commerce offerings on Amazon.in

Lead a cross platform audit on Amazon's shopping surfaces and created a process to mitigate evidences

- Trained 15 designers on the domain knowledge of dark patterns by collaborating with legal experts
- Created an internal severity scale to track and report dark patterns
- Created an internal dashboard of open evidences and leveraged legal authority to track ownership and closure with different product verticals
- Created an internal GenAI powered learning portal to create awareness
- Collaborated with legal in drafting a compliance letter to CCPA

Compliance | Collaboration with multiple PoDs including legal | Working with Senior leadership to drive closure

## Web based application for Biopharma scientists GE Healthcare

Lead the design of an AI based prediction tool for cell culture growth, 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

## ASHISH HANDA

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### Skills

- Facilitation for Blue Sky Thinking - Design thinking with stakeholders
- Customer/User research - Primary and Secondary
- Product, Process and Eco-system mapping
- Product and Design roadmap definition
- 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

### 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

Motorcycle rides

### Mobile app for novice ultrasound users

GE Healthcare

Lead the design of an AI based real time education tool for training novice users, 2019-21

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

- Designed innovative scan guidance system for a portable ultrasound device
- Created ML-powered visual guidance system for novice users
- Developed and tested multi-fidelity mockups
- Worked for a concept project for Neeti-Ayog

Design for Learnability | Visual guidance | Smart

### Desktop based software for protein imaging

GE Healthcare

Lead the design of a desktop based software for a protein imager, 2018-19

Exceeded 2020 sales projections early, outperforming competitors

- Enhanced features for productivity, connectivity, and personalization
- Led product design strategy in collaboration with marketers, transforming a legacy system to modern a touch-based interface
- Collaborated with Japanese engineering team to see through the design fidelity through production

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 premium 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 cardiovascular procedures.

### Healthcare

Embrace Global 2011

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

Academic projects

### 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