

Amith CM

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Product Designer with 4+ years of experience designing and shipping B2B products end-to-end. Experienced in early-stage environments, owning 0→1 initiatives, complex workflows, and data-intensive systems. Skilled in UX research, interaction design, and building scalable design systems that support consistent, user-centered experiences.

WORK EXPERIENCE

Senior Product Designer

April 2022 - June 2026

Vitra.ai - B2B AI-powered content translation and localization platform

Bangalore, India

- Led end-to-end product and design for two new B2B products, expanding what the company offered beyond the original product lineup, while continuing to support the earlier products.
- Owned the full design lifecycle including discovery, user research, UX audits, wireframing, interaction design, visual design, and usability testing across multiple products running in parallel.
- Mentored interns and junior designers and led design decisions across a growing design team.
- Facilitated cross-functional workshops and design reviews with co-founders, engineers, and stakeholders, achieving 90% stakeholder satisfaction.
- Partnered closely with engineering to ensure design quality, consistency, and successful implementation across products.
- Continued operating without a dedicated PM, taking on product decisions alongside design ownership.

Product Designer

April 2022 - April 2025

Vitra.ai - B2B AI-powered content translation and localization platform

Bangalore, India

- Joined as the first and only product designer and independently built the foundational design system from scratch, defining design principles, components, and interaction patterns to support scalable development across multiple B2B products.
- Led end-to-end product and design for multiple B2B content translation products, taking several initiatives from concept to launch (0→1).
- Identified and resolved 8+ critical usability gaps in AI-driven, data-intensive workflows through competitor analysis and user testing, contributing to improved product adoption from a 2% baseline.
- Reduced task completion time by 66% (15 → 5 minutes) by redesigning core interface components and simplifying complex enterprise workflows.
- Designed scalable, intuitive interfaces for enterprise users, translating complex data and AI outputs into clear, human-centered experiences.
- Worked directly with co-founders and supported a team of 15+ engineers across three products running in parallel.
- Operated without a dedicated PM, taking on responsibilities like writing PRDs alongside design work.

HOW I USE AI IN MY WORK PROCESS

- Use Claude Code to build working prototypes straight from a written prompt, so I can test a flow without making hi-fidelity designs first.
- Use AI-assisted coding to test small interactions and details before handing them off to engineers.
- Use Claude Design to turn rough ideas into clickable designs fast.
- Use AI to organize research and competitor findings faster, so I can write PRDs and specs quicker
- Use AI to quickly check my design decisions against competitors and existing patterns before I commit
- Use AI to help write and clean up UX copy, keeping the tone consistent
- Treat AI as a collaborator in the design process, not a shortcut. Every output gets reviewed and reworked against real user needs

SKILLS

Product & Strategy: Product Strategy, Enterprise UX, Information Architecture, Systems Thinking, Design Strategy, Stakeholder Management, Agile/Scrum Methodologies, Data Visualization, User Journeys, Journey Mapping, Personas, Accessibility

Research: User Research, User Testing, Surveys, A/B Testing, Competitive Analysis, Contextual Inquiry, Diary Studies

Design & Execution: Interaction Design, Visual Design, Wireframing, Prototyping, Responsive Design, Storyboarding, Design Thinking

Tools: Figma, Claude, Code, Claude Design, Cursor, Sketch, Framer, Adobe XD, Photoshop, Illustrator, Miro, Notion, Google Workspace

EDUCATION

Bachelors in Visual Communication	April 2021
Amrita School of Arts & Sciences, Mysore.	7 CGPA