

Amsha Kalra

Product Design Leader

[Email](#) / [LinkedIn](#) / [Portfolio](#)

+44 7749746952 / London

ABOUT

Passionate about designing for social impact, I am a dedicated designer proficient in bringing ideas to life. I love transforming complex challenges into tangible solutions. As a design leader, I prioritise uplifting teams and promoting collective success. Having lived across 3 continents, I have deep knowledge of different markets and people.

EDUCATION

MFA Interaction Design

[School of Visual Arts](#), NY, USA

2016 - 2018

BE Information Technology and Communication

[Manipal University](#), Manipal, India

2008 - 2012

AWARDS

Connected Futures AR/VR Grant

[NYC Media Lab](#), NYU, New York

2018

D and D - Wood Pencil

Wieden + Kennedy (for Nike), India

2017

Cannes Lions - Gold

Wieden + Kennedy (for Nike), India

2017

VOLUNTEER

Mentor

[Hexagon UX](#), London

2024 - Present

Graphic Designer

[Sunrise Movement](#), New York

2019-2021

WORK EXPERIENCE

Design Lead / [Element](#) / London

May 2021 - Present

- Accountable for all research and design initiatives for the B2B SaaS communication platform on mobile and web while leading team of 3 designers.
- Lead design and facilitated collaboration among 4 squads to launch a new mobile app (iOS and Android), contributing to 50% of the 2023 revenue.
- Design and research efforts lead to 15% increase in daily active users and enhanced 7-day retention rates.
- Clients: NATO, UN and government agencies across US, UK and EU.

Senior Experience Designer / [BCG Digital Ventures](#) / New York

November 2018 - March 2021

- Co-founded an AI healthcare startup for dementia care that raised \$30M.
- Owned end-to-end design process to launch 10+ ventures in both B2C and B2B environments for Fortune 500 companies.

Service Designer / [Future Meets Present](#) / New York

June 2018 - May 2019

- Refined waste tracking and sorting processes for a co-working space housing over 1000 non-profits, aiding their shift to zero waste.

Design Fellow (AR/VR) / [NYC Media Lab](#) / New York

Jan 2018 - March 2018

- Conceptualised an educational kit to make STEM subjects more engaging and collaborative for elementary students.

Product Design Intern / [Home Box Office \(HBO\)](#) / Seattle

June 2017 - September 2017

- Proposed solutions to enhance browsing and content discovery for HBO's streaming products. Conducted usability studies to improve the onboarding flow.

Lead UX Designer / [Artery India](#) / New Delhi

March 2015 - August 2016

- Launched an art market intelligence software. Tasks included feature exploration, UX and client management.

Experience Designer / [Wieden + Kennedy](#) / New Delhi

August 2013 - July 2016, New Delhi

- Redesigned the flight booking website for IndiGo Airlines, serving over 40 million passengers annually.
- Developed a digital campaign for Nike, resulting in a 20% month-on-month increase in training and running club memberships.