Amrit Kumar

Senior Product Designer, AI systems

Noida, India · amritkmr08@gmail.com · +91 95602 55168

View portfolio

EXPERIENCE

2021 to now

Senior UX Designer, Sirion.ai

I design contract management software for legal teams at global companies, working with product managers, engineers, designers and legal experts to make complex workflows easier.

Auto Extraction

End-to-end design of our AI contract review. Across two eight-month periods, Heap showed month-four retention rising from 5% to 23% as measured users grew from 860 to 2,380 (June 2025).

- **AI contract onboarding:** Designer on a workflow where AI finds contract parties and groups related agreements, with three checkpoints for people to review and correct it.
- **Contract structure:** Folders didn't reflect how agreements relate, so I proposed a relationship-based approach. The team adopted and shipped it in onboarding.
- **AI interactions:** I explored when AI should explain, suggest, act or stay out of the way, and shared this with leadership as part of our direction for Phoenix.
- **Prototyping:** I prototype in HTML with AI tools. A 340-record experiment showed where our layout stopped being readable. I also build reusable components for handoff.
- **Working with the team:** I put together a glossary of around 60 AI and contract terms to build shared understanding. I also review work and support other designers.

2019 to 2021

UX Designer, Bharti Airtel

Airtel Thanks, one of India's largest consumer apps.

Call volume down 9% · daily engagement up 15%

- Redesigned help and support around predicted intent instead of a menu. One issue was driving over four million calls.

EARLIER

Aug to Nov 2019	UI/UX Designer, Think Matra
Nov 2018 to Jul 2019	Senior Creative UI Designer, Great Place to Study
Feb 2017 to Oct 2018	Co-founder and Creative Director, Zhero Denim
Jun 2013 to Feb 2017	Graphic and Product Designer, Lee Cooper

PRACTICE

Design	Interaction design, information architecture, user research, design systems
AI product	Agentic workflows, human-in-the-loop review, provenance, uncertainty and trust
Tools	Figma, FigJam, Claude, Cursor, Miro, Adobe CC

EDUCATION

2025 to 2026	Executive Development Program in Strategy and Leadership, XLRI Delhi-NCR
2020	Design Thinking: From Insights to Viability, Stanford Graduate School of Business, online
2013	Bachelor of Design, NIFT Chennai
2011	Product Design Trainee, IIT Guwahati

RECOGNITION

Lightning Talk, UX India 2023 · Best AI-Driven Design Concept, Sirion 2024

CASE STUDIES

Verifying AI extraction · Sensitivity