Puneet Thariani

https://www.linkedin.com/in/thariani/

+1 (206) 934 9945

www.puneet.work   puneet.thariani@gmail.com

SUMMARY

Experienced UX leader with 16 years in product design and consulting, skilled in crafting user-centric solutions that boost product experiences and drive business growth. Proficient in guiding teams, creating impactful visions, and executing them flawlessly.

EXPERIENCE & IMPACT

SR. UX DESIGNER, AMAZON (2016 — PRESENT)

AWS End User Computing (2022 — Now)

- Designed and strategized a detailed visionary UX framework for a new AI-powered productivity-focused DaaS (Desktop as a Service) concept, presenting and gaining executive support.

- Spearheaded improvements across the discovery and provisioning flows, optimized the navigation models, and elevated the end-to-end user experience for our flagship offering. - WorkSpaces increasing customer acquisition by 72% on the WSP protocol & resulting in annual savings of over $1.6M.

- Redesigned & delivered updated UX for product discovery, first time UX, monitoring and WorkSpaces provisioning experience.

People Experience & technology (2019 — 2022)

- Led strategy and design for new hire onboarding at Amazon, Pitched and obtained buy-ins at the executive (SVP) level.

- Designed and delivered end to end workflows & UX for the new hire portal, boosting satisfaction to 98.3% for 120K new hires

- Achieved NPS of 78 and increased new hire productivity by 27%, saving $200M annually.

- Gained executive buy-in for a 3-year vision, inspiring cross-functional teams in engineering, product, program, and partnerships to elevate UX standards throughout the talent management journey.

- Expanded design team from 1 to 7, including researchers, designers, and front end engineers

Native Shopping Ads & Affiliate Program (2016 — 2019)

- Led the modernization of the global portal experience for the Amazon Associates Program.

- Enhanced UX driving a 14% increase in new account signups, a 56% boost in global content monetization, and a 28% surge in native ad code vending.

- Redesigned flows resulting in a 9.6% reduction in sign-up-related customer service contacts and an 81% decrease in PA-API code vending customer contacts, leading to over $650k in annual savings specifically in customer ticket servicing.

SR. UX CONSULTANT, IBM (2010 — 2016)

IBM Interactive Experience (2012 -2016)

- Led design assignments delivering end-to-end strategy, architecture, frameworks, and UI mocks for organizations such as IBM, UPS, Adani, Grupo Carso, Amica, Havells, JD Williams, Idea Cellular, Nationwide, and DBS Bank.

- Delivered end to end UX for IBM Watson's debut commercial integration with DBS Bank in Singapore.

- Trained hundreds of IBM strategy and design practitioners on the IBM Design thinking methodology and played a pivotal role in setting up IBM Design Studios across India.

CIO Design Office (2010 — 2012)

- Significantly contributed to the Global Intranet(W3) re-design for IBM's Centennial redesign. Designed core framework components for IBM Vulcan Design System(The Carbon Design System).

Puneet Thariani

https://www.linkedin.com/in/thariani/

+1 (206) 934 9945

www.puneet.work   puneet.thariani@gmail.com

ASSOCIATE CONSULTANT - UX DESIGN, TECHMAHINDRA (2009 — 2010)

Designed for British telecom's Self service portal leading to increased annual savings of £220k for Contact Center Operations.

UX DESIGNER, COGNIZANT (2007 — 2009)

Designed and delivered personas, IA, journey maps, wireframes and visual mocks for Cognizant's Banking & Financial Services clients such as JPMC, Credit Suisse, UBS & Fidelity investments.

HARD SKILLS

Executive presentations, User Research, Heuristic Evaluation, Storyboarding, Task, Flows, Persona Construction, Card Sorting, Task Analysis, Scenarios, Competitive Analysis, Journey Mapping, Wire framing, Experience Strategy, Information Architecture, Interaction Design, User Interface Design, Graphic Design, Usability Testing, Structured Ideation.

SOFT SKILLS

- I'm a big-picture systems thinker with an obsession for crafting details.
- I'm ambitious and outcome-driven; I thrive on delivering results, and I adapt to any task.
- I'm strong at communicating design intent, both verbally and visually.
- I prioritize collaboration, embracing humility and a team-focused approach to achieve the best outcomes.

EDUCATION

Bachelors of Engineering - Information Technology (2004 – 2007)
North Gujarat University, INDIA.

Diploma of Engineering - Information Technology (2001 – 2004)
Nirma Institute of Diploma Studies, INDIA.

RECOGNITION

IBM Manager's Choice Award, Dec '15

IBM Manager's Choice Award, Jun '15

IBM Deep Skill Adder Award, Apr '15

IBM Manager's Choice Award, Jun '14

IBM Eminence & Excellence, Spark Award, Sep '13

IBM High Flyer Award, Dec '11

IBM GWPS Employee of the month, Oct '11

DESIGN CERTIFICATIONS

Google UX Certification - '23

Design-Led Strategy, University of Sydney -'23

IBM Design Thinking: Design Camp - '15

Design for Persuasion, Emotion and Trust, HFI - '11

Usability & Web Design, National Institute of Design - '08

UI Visualization, Prototyping & Graphic Design Design Incubator, '08.

CEP - Human Computer interaction, IIT Mumbai, '08.

CEP - Communication Design, IIT Mumbai, '08.

Usability Testing, Design Incubator, '07