Puneet Thariani

Mobile: **+1 (206) 934 9945**
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Portfolio: **www.puneet.work**

SUMMARY

16 years of hands on design experience with a proven ability to lead and inspire UX teams to elevate overall design quality. Skilled in mentoring designers and collaborating across functions to guide projects from planning to development. A customer-focused advocate, consistently improving customer experiences (CX) through strategic thinking and clear communication. Adept at bringing organization and clarity to complex projects, fostering collaboration among cross-functional teams to deliver impactful design solutions.

PROFESSIONAL EXPERIENCE

Amazon, Seattle (2016 — Present)

UX Designer Lead — Amazon Business (Aug 2024 — Present)

- Strategize, design & deliver comprehensive, end-to-end workflows and customer experiences (CX) rooted in research and insights, establishing a North Star vision for the Enterprise Integration charter Amazon Business.

Senior UX Designer III — AWS (2022 — 2024)

- Spearhead the creation of detailed visionary framework to envision a new 0-1 AI powered productivity-focused DaaS (Desktop as a Service) offering.
- Delivered improved flows, navigation models, and end-to-end CX strategy for WorkSpaces - boosting customer acquisition by 72% helping to reduce associated costs of over $1M annually.

Head of Design/ UX Design Manager III — Amazon PxT (2019 — 2022)

- Designed and delivered end to end workflows and 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.
- Presented and gained executive buy-ins (SVP level) for the 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 technologists

Head of Design — Amazon Associates & Native Ads (2016 — 2019)

- Led the modernization of the global portal experience for the Amazon Associates Program.
- Delivered design & strategy that increased new account signups (+14%), content monetization (+56%), ad code vending (+28%), and reduced sign-up-related customer service contacts by (-9.6%) and PA-API code vending customer contacts by (-81%), realizing over $650k in annual savings just in servicing customer tickets.

Senior UX Consultant — IBM (2010 — 2016)

- Principal Product Design Strategist delivering end-to-end UX for IBM's Fortune 100 clients. Designed core product experience for Watson's debut with DBS Bank. Led global Design Thinking workshops and helped establish IBM Design Studios. Created & defined foundational components for the IBM Carbon Design System.

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Associate UX Consultant — TechMahindra (2009 — 2010)

- Created and implemented UI guidelines and standards to establish consistency and usability across all applications for British telecom's Self service portal.

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 and a team-focused approach to achieve the best outcomes.

TOOLS

Adobe Creative Suite(Illustrator, XD, Photoshop), Figma, Sketch, Keynote, Balsamiq, Axure RP

EDUCATION

Bachelors of Engineering - Information Technology — 2007.

North Gujarat University, INDIA.

Diploma of Engineering - Information Technology — 2004.

Nirma University, INDIA

DESIGN CERTIFICATIONS

Google UX Certification - 2023

Design-Led Strategy
University of Sydney - 2023

Design Camp
IBM, 2015

Design for Persuasion, Emotion & Trust,
HFI - 2011

Usability & Web Design,
National Institute of Design - 2008

UI Visualization, Prototyping & Graphic Design
Design Incubator, 2008.

Human Computer interaction,
IIT Mumbai, 2008.

Communication Design,
IIT Mumbai, 2008.

Usability Testing,
Design Incubator, 2007