

Prashant Mudhalkar

Design Leader | UX & Product Design | Ex-Amazon

pmudhalkar@gmail.com | www.pmudhalkar.com | LinkedIn: [linkedin.com/in/pmudhalkar](https://www.linkedin.com/in/pmudhalkar) | +91 72591 65656
Current Address: Pune, 411028 | Nationality: Indian

A seasoned UX leader with a decade of experience at Amazon, I have developed and executed user-centred design strategies at a global scale, working in fast-paced, complex, and highly dynamic environments. Leading cross-functional teams, I have consistently delivered innovative, scalable solutions that enhance operational efficiency and align with broader business goals. My background spans multiple industries, including advertising, software, and multimedia, giving me the ability to combine diverse knowledge and apply it to evolving digital interfaces. I excel at integrating emerging technologies like AI into design processes and thrive in challenging, high-stakes environments.

Core Skills

- **UX Leadership & Strategy:** Guiding design initiatives to drive product success and align with business objectives.
- **User-Centred Design:** Creating intuitive interfaces that enhance user experience and operational efficiency.
- **Design Management:** Leading and mentoring design teams to deliver high-quality, impactful solutions.
- **Hands-On Design:** Deeply involved in the design process to ensure practical and effective strategies.
- **System Design:** Developing scalable systems that contribute to long-term organisational value.
- **AI-Enhanced Research & Design:** Leveraging AI to drive data-informed design decisions and refine user interfaces.
- **Creative Technology Integration:** Utilising advanced front-end technologies to build dynamic prototypes and interactive experiences.

Experience - 2014 to Present

Most recently, I've been serving as VP of Design at Intellect Design Arena Ltd. Prior to that, I spent 10 years at Amazon, where I advanced through multiple roles from Interaction Designer to UX Design Lead—driving impactful, user-centric solutions across a range of products and initiatives. I've played a role in shaping the design culture at Amazon by mentoring new talent, leading company-wide initiatives, and ensuring that all design solutions are user-centric and impactful.

- **VP Design, Intellect Design Arena Ltd**
Pune, India - June 2025 to Present
Leading UX for their flagship wholesale banking division and leading a team of UX designers.
- **UX Design Lead, Amazon Transportation Services, EU**
Luxembourg, Europe - Apr 2023 to Apr 2025
I oversee the design of 8 key internal applications used by 5,000+ users across the US and EU. These tools, integral to Amazon's high-density network, support global sort centres and delivery partners, ensuring operational efficiency and upholding Amazon's Customer Promise. I collaborate with product and tech teams to create scalable solutions that enhance live tracking and drive billions in logistics operations.
- **Sr. UX Designer, Product Assurance, Risk & Safety, EU**
Luxembourg, Europe - May 2021 to Apr 2023
Led a team of Sr. UX Designers in implementing strategies that boosted product performance and satisfaction. Aligned designs with Amazon's guidelines, creating scalable solutions for millions of global sellers and ensuring 100% safety and compliance. Streamlined dependencies and improved risk identification through intuitive, impactful designs.

- Sr. UX Designer, Customer Experience
Bangalore, India - Dec 2017 to May 2021
I led high-visibility UX projects in India's emerging market, navigating complex platform guidelines and collaborating with numerous teams and stakeholders. I conceptualised key sections like content commerce and gamification, and helped establish guidelines for video shopping, driving engagement across Amazon India's vast user base
- Interaction Design Lead, Amazon Advertising
Bangalore, India - Nov 2014 to Dec 2017
I directed a team in creating interactive ad campaigns that enhanced performance and scalability across six markets, including Japan. I collaborated with global stakeholders to ensure compliance with Amazon Ad policies, leveraging my ad agency experience to seamlessly blend visual design and UX principles, guiding the team to deliver impactful, market-specific ad products.

Experience - 2004 to 2014

My design journey began in 2004 as a Web Designer at V4Web, where I honed my skills in creating web layouts and multimedia content. Over the years, I advanced to roles such as Senior Web Designer at Fractal Ink and UI Designer at EC Digital Agency, where I led creative teams in delivering high-quality digital experiences. My career progressed through positions like Interactive Art Director at L&K Saatchi & Saatchi and Group Head Digital Art at ISOBAR, managing large-scale digital campaigns for top brands. Prior to joining Amazon, I served as Interactive Creative Director at Antfarm Business Incubator, driving UX/UI design for innovative startup products.

Education

- Bachelor of Arts in English Language and Literature – Shivaji University, Kolhapur MH India (2006)
- Diploma in Advanced Computer Arts – ACTS C-DAC, Mumbai MH India (2003)
- Product Management – Duke University, Online (2020)

Technical Skills

AI-Driven Design & Creative Coding	Designing with code (HTML, CSS, JavaScript, React) to prototype and refine AI-enhanced user experiences.
Design Tools & Prototyping. Figma, Sketch, Adobe XD.	Proficient in creating high-fidelity prototypes and wireframes for user testing and design validation.
Design Systems & Component Libraries <i>Figma, Sketch.</i>	Built and managed scalable design systems, ensuring consistency across product teams and enabling efficient design workflows.
User Research & Testing <i>User Interviews, Usability Testing, A/B Testing, Surveys.</i>	Experienced in conducting qualitative and quantitative research to inform design decisions and improve user satisfaction
Design Workshops & Facilitation	Extensive experience in leading Design Thinking and co-creation workshops for cross-functional teams.
Visual Experience Design	Demonstrated expertise in designing engaging and visually impactful user interfaces, blending advanced visual design principles with UX best practices