



Sameer Chavan

Global Product & Design Leader
AI Strategy & Implementation with
Human-Centered AI

Bangalore, India

Sameer.Chavan@outlook.com

+91.9902725501(main), +91.7619599777

www.sameerchavan.com

<https://in.linkedin.com/in/chavansameer>

PROFESSIONAL EXPERIENCE

Design executive with 25+ years of experience building and scaling world-class UX organizations across consumer platforms, enterprise software, and emerging technologies. Proven record of leading large global design teams, creating design-driven product strategy, and delivering customer-centric digital products at scale. Experienced working across the US, Korea, and Europe with cross-functional executive leadership.



Design talk @ SAP



Panel Discussion @ IIT Bombay



Panel Discussion @ NASSCOM



Design @ VIT college, Pune



Silicon Mobile Conference



Keynote UX India @ Hyderabad



Interview @ BBC World



Mobile workshop @ IIIT Hyderabad



Don Norman



Jakob Nielsen

EXECUTIVE EXPERIENCE

AI-First Product Design Approach

- **AI Workflow Optimization:** Scaled AI design tools (Figma Make, Claude, Cursor) across the design org, **reducing iteration cycles by 25%** and improving design consistency.
- **AI-Driven Personalization:** Led AI-powered redesign of a hospitality platform, **increasing task completion by 42%** through intelligent personalization in room booking.
- **AI Research Acceleration:** Leveraged AI analytics to process thousands of user sessions, **cutting research synthesis time by 60%** and accelerating product insights.
- **Responsible AI Leadership:** Directed a **4-member cross-functional team** to implement ethical AI standards, **reducing bias incidents by 40%** and ensuring accessibility compliance.

Head of UX & Product Design

- Built and scaled **UX organizations from the ground up** across leading companies including Intel, Intuit, Oracle, Siemens, Flipkart and Info Edge.
- Led **global teams of 150+ designers** including UX, research, visual design, and content design across multiple product portfolios.
- Partnered with executives across **Product, Engineering, Marketing, and Business** to shape product strategy and improve customer experience at scale.
- Built **enterprise design systems and UX standards** that improved design consistency and product velocity across organizations.
- Managed **multi-million dollar design budgets, vendors, research programs, and external agencies.**

PRODUCT & DOMAIN EXPERTISE

Consumer Platforms

- eCommerce, hyperlocal commerce, growth design, engagement systems, gamification, video platforms, fintech and payments.

Enterprise Platforms

- Database systems, analytics platforms, financial systems, developer tools, migration platforms, and large-scale SaaS products.

Education Technology

- Designed learning platforms at Innerscore and Byju's focused on improving student engagement and academic outcomes.

DESIGN LEADERSHIP & IMPACT

- Created **scalable design systems** deployed across large product ecosystems at Flipkart, Intuit and Oracle.
- Established **UX research labs and customer insight programs** at Oracle, Siemens and Intel.
- Conducted global research across **India, US, UK and Korea** to drive product innovation.
- Led design initiatives across **AI/ML, conversational interfaces, NLP, IoT, wearable computing, mobile and desktop platforms.**
- Defined **UX processes, competency frameworks and career ladders** for large design organizations

INDUSTRY LEADERSHIP

- Speaker at design conferences and industry forums including **NASSCOM and leading UX communities.**
- Facilitator of **Design Thinking workshops** for industry and enterprise leadership teams.
- Built strong internal **design culture through critique sessions, mentorship, and cross-disciplinary collaboration.**

EDUCATION

- **Masters of Design (M.Des) - Product Design**
IDC, **IIT Bombay**
July 1997- June 1999
- **Bachelor of Engineering (B.E) - Mechanical**
P.V.P. Institute of Technology
June 1991-July 1995

PORTFOLIO

- <http://www.sameerux.com>
password: patent

PATENTS / PUBLICATIONS

- **NO: 8,479,222 (ISSUED)**
Simplifying interaction with multiple applications when using forms via a common interface(Oracle)
- **NO: PCT/KR2010/004401 (PENDING)**
Object recognition and tracking based apparatus and method (LG Electronics)
- **NO: 202041032967 (PENDING)**
Immersive multimodal assistant for human-machine interface (Flipkart)

EXPERTISE

- I apply **User Centered Design** process along with Customer Insights & Market Research to design **Impactful & Delightful** awesome user experiences.
- I apply **Design Thinking** to bring together Designers, PM & Engineers to think out-of-box.
- I explore **Omnichannel** experience design to bring the offline and online convergence by bringing up a continuum to user journey.
- I have setup **User Experience** teams at multiple local & international companies. I have drafted UI Design Standards & UX Governance.
- I have Setup **Usability labs** and **User research** teams to get end user feedback & understand customer empathy maps.
- I have managed **cross cultural and multi-geo** user experience teams with UI developers.

SKILLS

- **Leadership**
Design management, people management, project planning and estimates, budgeting, vendor management, academia collaborations, speaker at UX conferences,
- **Ecommerce/Consumer Sites**
Understand Growth & Retention, DAU, Conversion, Merchandising & Recommendation systems, shopping cart designs, search clustering & ranking, creative marketing, Ads, SEO, Analytics, Consumer behaviours.
- **Technology (Wearable, Voice, Gestures)**
Touch & Gesture interactions, Voice interface, ML & NUI, Multi-device design, Continuum.

WORK EXPERIENCE

- **India UX Site Head (Exe Director): Candescant, Bangalore** -- report to CDO
Nov 2025 – Feb 2026
→ Led a team of 55 UX designer across all products for short stint.
- **Head of Design (Sr Director): Agilysys, Chennai** -- report to MD India
Jan 2025 – Oct 2025
→ Global Design Head, leading 30-member UX team for all products
→ Focus on simplifying complex enterprise applications for resorts and hotels
- **Chief of Design & Product – Particle(UX Agency), Bangalore**
Sept 2020 – Dec 2024
→ **GrandGaming.com** - Apr 2024 – Dec 2024 – Hands-on design & product strategy for casual game site and mobile app. Worked with Founders.
→ **Wenger Crop, USA** - Nov 2022 – Dec 2024: Product Design of live music streaming app for US market
→ **Rangam, USA** - Jan 2024 – Disability hiring and ATS system design for jobseekers & companies.
→ **Hornbach, Germany** - Sept 2020 – Nov 2022: IoT app and energy analytics for home and office.
- **Head of Design (Vice President): Byju's, Bangalore** -- report to CEO
July 2022 – Aug 2022
→ Responsible for all of Byju's products with 90 UX designers & researcher
- **Head of Design (Sr. Director) : Flipkart, Bangalore** -- report to CPO/CTO
June 2019 – Sep 2020
→ Led a team of +150 designers - Product Designers, Conversation designers, User Researcher, Content and Creative teams.
→ Responsible for end to end customer experience on main Flipkart App.
- **Site UX Head (Director Design): Athenahealth, Chennai** -- report to VP UX
Sep 2018 – May 2019
→ Setup design team and lead product hypothesis and design for complex insurance posting project. Conducted research in Boston area.
- **VP Product Management & Design: Spire, Bangalore** -- report to CEO
Mar 2017 – Mar 2018
→ Setup Product and UX team. Using AI and ML based contextual search matching delivered 4 products for enterprise talent management.
- **Site UX Head (Director Design): INTUIT, Bangalore** -- report to VP UX
Feb 2016 – Mar 2017
→ Setup India UX team, build UX community & India site leader.
→ Lead UX teams for QuickBooks, Lacerte & TurboTax.
- **UX Head & Human Factors: INTEL, Bangalore** -- report to Director UX
May 2011 – Jan 2016 Bangalore, (July 2013 – July 2014 Folsom, CA, USA)
→ Designed productivity apps for iOS, Android & RWD HTML5 sites.
→ Worked on wearables (watch & Google glass), Windows touch OS,
- **Chief Research Engineer: LG R&D, Seoul, Korea** -- report under CTO
Aug 2009 – Aug 2010
→ Conduct HCI technology research for mobile and smart TV.
→ Delivered Voice, Gestures & Multi-modal interaction, Augmented reality, face & motion detection. Filed UX patents for TV. Worked on Nuance tech.
- **Head of Design & VP UX: INFO EDGE India, Noida** -- report to CEO
June 2007 - Dec 2008
→ Lead a 40 member UX team all products like - naukri.com, jeevansathi.com, 99acres.com, for web and mobile. Built UI processes and Usability testing.
→ Launched shiksha.com, briji.com, firstnaukri sites from scratch.
- **India Site Head & Manager UX: ORACLE, Hyderabad** -- report to VP UX
Sept 2004 - Jan 2007
→ Setup Oracle's first India UX team, build Usability lab, stakeholder relations, conducted Oracle standards trainings. Conduct research in India and US.
→ Lead designs for Oracle Clinical, Higher Education & Financial apps.
- **Group Leader UX: SIEMENS (SDRC), Pune** -- report to Director UX
Oct 2001 – Sept 2004
→ Founding UX designer for Siemens India, built UX team
→ Did Usability testing in US & contextual enquiry at Siemens UK.
→ Worked on complex Teamcenter PLM systems for Lockheed Martin,

○ Agilysys, Chennai - UX Head (Sr. Director)

- Lead a global team of **30+ designers**, driving the design strategy and vision for a suite of 20 hospitality enterprise and consumer applications.
- Simplify complex resort operations and **elevate guest experiences** through intuitive solutions for booking, loyalty, dining, and payments.
- Establish **scalable design systems** to ensure consistency and accelerate product delivery across the entire application suite.
- **Collaborate with cross-functional leaders** to translate business needs into human-centered designs that serve as a key industry differentiator.

○ Product Strategy & Design Consultation Worked as hands-on consultant for multiple companies

- **Wenger Corp., USA** (Nov 2022 – Dec 2024)
 - Led product design for a **live music streaming platform** targeting the US market.
 - Defined user journeys, interaction frameworks, and scalable product design systems.
- **Rangam Inc., USA** (Jan 2021 – Dec 2022)
 - Designed **disability-focused hiring platform and ATS system** connecting job seekers with inclusive employers.
 - Developed accessible UX frameworks aligned with inclusive hiring practices.
- **Hornbach, Germany** (Sept 2020 – Nov 2022)
 - Designed **IoT applications and energy analytics platforms** for home and enterprise usage.
 - Delivered connected device experiences and data visualization systems for energy optimization.

○ FLIPKART, Bangalore - UX Head (Sr. Director)

- Led a **150+ member multidisciplinary design organization** including product design, conversational design, user research, content design, and creative teams.
- Owned **end-to-end customer experience for the Flipkart flagship mobile app**.
- Drove large-scale UX initiatives improving discovery, purchase journeys, and platform engagement.
- Owned **end-to-end customer experience** across Flipkart's consumer ecosystem including Shopping, Grocery, Payments, Fintech, Travel, Ads, Hyperlocal and last-mile delivery (Ekart).
- Designed **Flipkart Ads SaaS platform** enabling campaign management, contextual advertising, and analytics.
- Led engagement and growth initiatives including **Video, Games, Coins, and Plus loyalty program**.
- Drove **Next Billion Users (NBU)** initiatives including voice interfaces, vernacular language support, and simplified app experiences for emerging markets.
- Built **Flipkart Design System (DLS)** enabling modular widgets, faster experimentation, and AI-driven personalized page rendering.

○ INTUIT - Bangalore - UX Head (Director - Design)

- Led UX design for **QuickBooks (India & US), TurboTax, and Lacerte** across web, mobile, and desktop platforms.
- Built and led a **14-member multidisciplinary UX team** spanning Interaction, Visual, Content, and User Research.
- Partnered with global UX leadership in **Mountain View** and represented India UX in site strategy and leadership forums.
- Applied **Design for Delight (D4D)** and Design Thinking to improve product experience and design quality.
- Mentored designers, facilitated design reviews, and strengthened UX practices across teams.
- Conducted **user research, contextual customer visits, focus groups, and Voice-of-Customer analysis** across India and the US.
- Engaged directly with resellers and customers to translate insights into product and UX improvements.
- Managed **UX planning, project scoping, budgeting, and external design/vendor partnerships**

○ INTEL - Folsom, USA & Bangalore, India – UX Head

- Led UX strategy and hands-on design for enterprise products spanning **mobile, touch, voice, sensors, and multimodal interaction**.
- Designed **iOS, Android, responsive web, tablet, desktop, and TV/kiosk** experiences across multiple form factors.
- Designed productivity applications including **conference scheduling, car-pooling, flight booking, battery management, and call management**.
- Defined **UI standards, interaction guidelines, and UX governance** for Intel applications.
- Designed experiences supporting **Google Apps and Chromebook adoption** across Intel.
- Led a multidisciplinary team of **interaction designers, visual designers, and UX researchers**, including external design partners.

○ LG Electronics R&D Labs - Seoul, South Korea. – Chief HCI Research Engineer

- Led future-focused HCI research to predict next-generation interaction models for **mobile and Smart TV platforms**, shaping LG's 5-year product innovation roadmap.
- Conducted global **research and expert interviews (Korea & London)** to identify emerging UI paradigms and technology trends in mobile interfaces.
- Prototyped next-gen interaction concepts **using gesture, 3D UI, multi-touch, AR, haptics, face recognition, and motion tracking**.
- Filed **UX patents** including a Smart TV motion-tracking system using thermal cameras; also developed tablet-based health monitoring concepts for remote patient care