

# ankit potdar (he/him)

Research driven UX designer and prototyper

With a background in engineering, constant curiosity of human behavior, and education in HCI and design, I enjoy working in all aspects of the UX process.

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## Relevant experience

feb '17-  
present



### Amazon

#### Senior Design Technology Lead, Prime Video

I lead the Design Technology craft at Prime Video. My charter is to envision, design and prototype experiences which scale cross-surface (TV, web, mobile) and cross-client (PlayStation, Xbox, Fire TV, browsers, iOS and Android). I focus on Prime Video's core features like Profiles, Watch Party, and Channels subscriptions.

#### Senior UX Manager, Amazon Devices Growth

I hired, organized, and learned from a team of five UX designers. We focused on helping customers own and upgrade to latest Amazon Devices at the lowest cost aka Ways to Pay. This includes products like Installments, Try before you buy, and Trade-in.

Apart from mentoring my team, I was responsible for influencing the Ways to Pay business within Amazon Devices. I did this by setting the design north-star vision; then worked with product, engineering, finance, and product marketing teams to build consensus and execute on the vision by hitting our growth goals and metrics.

#### Senior Design Technologist, Amazon Devices

My role was a hybrid between a data-driven UX designer and an experience prototyper for the Amazon Devices team (Echo, Fire TV, Kindles, Fire Tablets, Ring). I took a research-driven approach to understand customer problems, recognize opportunities, and build customer-facing experiences which scaled across Amazon.

#### Design Technologist 2, Amazon Devices

oct '16-  
jan' 17

#### Delta Dental of Washington — UX Designer

Delta Dental is the largest dental insurance company in the U.S. I synthesized existing user research for patient experience for insurance claims and created UX roadmap of short-term and long-term product goals. Communicated design as a product growth strategy through storyboards, user stories, and wireframes.

jun '13-  
jul' 15

#### Infbeam.com — Software Engineer

I made plug and play UI and data-visualization libraries for other developers to drop in to web-apps. This bought consistent design language across our product offerings.

## Education

sep '15-  
aug '16

#### Master of Human-Computer Interaction & Design University of Washington, Seattle

jun '09-  
jun' 13

#### Bachelor of Technology (Information Technology) University of Pune, India

## UX

### APPROACH AND METHODS

Human centered design

Accessible and inclusive design

Information architecture & flows

Wireframing

Interaction design

Responsive and adaptive web design

Data visualization

Concept evaluation

### TOOLS

Sketch, Figma, Adobe Suite, InVision

## Programming

### WEB TECHNOLOGIES (EXPERT)

Up to date with modern JavaScript Frameworks (Vue, React, D3.js), JS tooling, HTML, CSS and pre-processors

### GENERAL

Git, AWS, REST APIs, automation & scripting

### NATIVE

Dabble in Android and iOS prototyping

## User Research

- Comfortable with independently working on evaluative methods using usability testing, semi-structured interviews, and card-sorts etc.

- Need support for generative research questions.

- Passionate about building UXR tooling for flexible and scalable research.