

TAKSHAK PARMAR

Staff Product Designer — Enterprise Platforms, AI Products, and Design at Scale

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SUMMARY

Staff-level product designer with 10+ years launching and scaling greenfield enterprise and AI products at Amazon, Kellton and PNC Bank. Delivered \$30M+ in measured savings, cut a 48-day core process to under 24 hours, and shipped products used by 1M+ employees across 1,842 sites. Depth in systems thinking, 0→1 product design, design systems, AI product design, research, prototyping in code and accessible design (WCAG 2.1 AA) — plus the long-range product vision, cross-functional programme leadership and executive and client influence that get work of this size actually shipped.

EXPERIENCE

Senior Manager, Cloud Computing & AI — Kellton

Jan 2024 – Present · Seattle, WA · Title reflects org structure; the work is hands-on product design.

- Designed Anchor, an AI-first proposal production platform, end to end: research, all four product surfaces, and the autonomy line defining which tasks the model could act on, draft, or never touch — the boundary that cleared legal in a single review.
- Cut cost per pursuit from \$310 to \$92 through model-routing decisions made in design, which let the platform run on all 180 annual pursuits rather than only the largest. Result: +38% pursuit capacity with no additional headcount and zero format disqualifications post-launch.
- Drive product vision and multi-quarter strategy; secure roadmap buy-in with C-level executives and the board, and own product P&L against revenue targets. Lead and scale an engineering team, with adoption metrics (NPS, CSAT) embedded in the product lifecycle.

UX Designer, Lead — Amazon (Worldwide Operations & Finance Technology)

Aug 2019 – Jan 2024 · Seattle, WA

- Lead designer for four greenfield talent products (Talent Profile, Talent Search, Rise, Fluid) serving 1M+ employees across 1,842 sites, replacing 40 disconnected systems with one permission-aware record shared across all four.
- Cut internal transfer time from 48 days to under 24 hours; \$10M+ annual run-rate savings and 700+ manager hours returned monthly. 90%+ of eligible leaders adopted without mandate in the first three months.
- Led design and strategy for Amazon's financial integration platform (Fulcrum, ICSE, Abacus), digitizing 650+ intercompany relationships — 90%+ first-quarter adoption and \$20M saved year over year, against a free and familiar spreadsheet that stayed available throughout.
- Ran 30+ stakeholder interviews across four seasonal cycles and continuous usability testing; partnered with applied science on talent-metrics models; shipped 100% WCAG 2.1 AA products and pixel-level specifications in the absence of any design system.

Senior UX Consultant — Virtusa (client: PNC Bank)

Jul 2018 – Jul 2019 · Pittsburgh, PA

- Led UX for the redesign of PNC's retail lending products across web and mobile; rebuilt the federally mandated mortgage application as a progressive, logic-driven flow showing each borrower only the questions actually theirs. Shipped to production.
- Built the atomic design system unifying the lending product line, through 16+ cross-functional sprints with legal, compliance and engineering in the loop from sprint one.

UX Researcher / Designer — Indiana University

Aug 2016 – May 2018 · Indianapolis, IN

- Led research and iterative design across social-gerontology projects; lead data collector and analyst on an NIH-funded sleep study for older adults. Co-authored a peer-reviewed publication in the International Journal of Medical Informatics.

SKILLS

Product & craft — Systems thinking · 0→1 / greenfield · Design systems at scale · Interaction design & prototyping · Progressive disclosure · Information architecture · Responsive web & mobile · Accessibility (WCAG 2.1 AA)

Prototyping in code with AI agents — Claude & Codex directed like an engineering pod · Scroll-driven motion systems · Live prototypes in place of static frames · takshakparmar.com specified, reviewed and shipped end to end, no framework

AI — AI/ML product design · Human-in-the-loop and autonomy boundaries · Model routing and unit economics · Provenance and trust surfaces

Research — Generative and evaluative research · Contextual inquiry · Usability testing · Experimentation & A/B · Data-informed design · Journey mapping

Leading the work — Long-range product vision · Complex cross-functional programmes · Executive and board influence · Client-facing design · P&L ownership

Leading people — Mentoring designers to promotion · Regular critique against a stated bar · Design hiring loops and interview bar-raising

Tools — Figma · Sketch · Adobe XD

EDUCATION & PUBLICATION

MSc, Human-Computer Interaction — Indiana University (IUPUI), 2018 · GPA 4.0 | **B.Tech, Information & Communication Technology** — DA-IICT, 2016

Holden, R. J., Karanam, Y. L. P., Cavalcanti, L. H., Parmar, T., et al. (2018). Health information management practices in informal caregiving: An artifacts analysis and implications for IT design. *International Journal of Medical Informatics*, 120, 31–41.