

# Amarsh Vutukuri

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*Design leader with 12 years of experience, including 6 leading teams. Grew from founding designer to Director at a unicorn SaaS company, driving AI transformation and shipping agentic products that delivered 72% adoption growth and 54% efficiency gains, with the potential to double ARR. Focused on building teams, systems, and products to their full potential, navigating ambiguity, moving fast with quality, and delivering AI-native impact at scale.*

## WORK EXPERIENCE

### Director of Product Design

Sept 2022 – Present

CommercelQ · Seattle, Washington

3 yrs 7 mos

- Scaled to a **7-person** design team through a unicorn valuation and two acquisitions, fostering a culture of trust, candor, and mutual growth. Sustained that culture through headwinds and repeated org changes, then restructured to a lean **AI-augmented team of 3**.
- Partnered with the exec team and cross-functional leaders on vision setting, translating company strategy into design direction and communicating design impact at the leadership level.
- Directed design teams across three major platform modules, an AI reporting and conversational Q&A module (Ask Ally), an agentic goals-to-actions framework, and a live retailer copilot for retailer Target with **potential to double ARR, driving 72% adoption growth, 54% efficiency gains, and 10+ at-risk accounts recovered**.
- Led 15+ customer discovery and feedback sessions to drive AI-first transformation, shaping persona-specific workflows.
- Pioneered an AI-native design workflow through design and research agents, **doubling team efficiency, accelerating engineering delivery, and eliminating engineering handoff** back-and-forth almost entirely.

### Principal Product Designer

April 2021 – Sept 2022

CommercelQ · Mountain View, California

1 yr 5 mos

- Defined the org structure and hiring strategy for the product and design team, setting a high bar for craft and product thinking while **leading 3 designers** and directly shaping who we brought in.
- Rearchitecting the platform UX across new retailers, geographies, and acquired products while introducing Market Share, Advertising Optimization, and Profit Recovery modules, **driving 16% ARR contribution, \$17M+ in customer profit, 1000+ hrs saved annually, and 23% reduction in ad cost of sales**.
- Introduced telemetry tools like Fullstory and Heap to maintain a clear pulse on user behavior, and collaborated with product to run customer workshops.

### Senior Product Designer

April 2019 – March 2021

CommercelQ · Mountain View, California

2 yrs

- Mentored a junior designer and two interns, building early team foundations and collaboration practices.
- Envisioned and led design for a unified ecommerce suite for Amazon, covering Sales, Operations, and Advertising, achieving PMF across all products during a period of 100% YoY ARR growth.
- Developed deep expertise in ecommerce logistics and advertising mechanics. Established Figma as the team's design foundation and introduced engineering handoff tooling.

### Product Designer

May 2017 – March 2019

CommercelQ · Bangalore, India

1 yr 10 mos

- Joined as the first designer, built a 300-screen prototype that **closed the first deal** with one of the largest CPG brands in the world. Co-built the product and development pipeline establishing PMF that laid the foundation for all future growth.

## WORK EXPERIENCE

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### Product Designer

June 2016 – August 2017

Practo Technologies · India

1 yr 2 mos

- Led website and marketing design across Practo's product lines, redesigning core UX flows across web, Android, and iOS while improving open and click rates by 53%.

### Designer

Aug 2015 – Dec 2015

Firefly Creative Studio · Hyderabad, India

5 mos

- Contributed to asset design, concept development, and brainstorming for regional feature films, collaborating directly with the Director, VFX, and CG teams.

### UX Designer

May 2014 – Aug 2014

DreamWorks Animation · Bangalore, India

4 mos

- Designed an intranet studio directory app for DreamWorks Animation, a minimalist, map-based tool for employee and department navigation across the facility.

## LABS

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### Murmur

An AI writing tool that turns messy thoughts into clear, polished content, tailored for formats like Substack, X posts, articles, and LinkedIn. Used this tool to build this resume and my portfolio.

### Twine

An app to capture, curate, and share your life's stories. Most memories get lost in cluttered galleries, and social media focuses on performance, not connection. This brings your stories back to the people who matter.

### Klikitat

A marketplace to book mobile photographers for life's milestone moments. It grew from 4 to 15 bookings a month, and while it's currently paused, occasional gigs continue for the love of photography.

## EDUCATION

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### M.Sc Economics & B.E Electronics and Communication Engineering

2016

Birla Institute of Technology and Science (BITS) Pilani, Hyderabad Campus

## CERTIFICATIONS

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### Designing Interactive Spaces

2018

Copenhagen Institute of Interaction Design

### Diploma in Photography: EQF Level 5

2020

Upskillist

## NOTABLE ACHIEVEMENTS

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- Designed a wireless sensor network for NIR-based moisture detection and published the findings at the National Symposium on Instrumentation, IISC Bangalore.
- Credited as part of the Firefly Creative Studio team on the Telugu feature film 'Size Zero' (2015).
- Won 'Best Association on Campus' among 12 competing associations as President of The Economics Association, BITS Pilani.