

Amulya NS Kumar

Associate Vice President — JPMorgan Chase & Co.

amulyadesign.com · amulyanskumar@gmail.com · linkedin.com/in/amulyanathi · Hyderabad, India

PROFILE

UX designer with 10+ years of experience building enterprise and consumer products across fintech, e-commerce, FMCG, and industrial domains. Currently advocating design at JPMorgan Chase & Co. as Associate Vice President. Proven track record of translating complex user needs into elegant, business-aligned design solutions — across B2B and B2C products, from research to dev handoff.

EXPERIENCE

JPMorgan Chase & Co.

Associate Vice President

Jun 2024 – Present · Hyderabad

Leading UX across complex enterprise financial products — running customer journey mapping, service blueprinting, and user research at scale. Collaborating with cross-functional teams, navigating enterprise constraints, and designing experiences that serve users while moving a business of this size.

Customer Journey Mapping · Service Design · Information Architecture · User Research · Stakeholder Management

Ernst & Young

Senior UX Designer

Mar 2022 – Jun 2024 · Hyderabad

Led client engagements across Haldiram's, Mahindra Finance, Microsoft, and Pepsi — each a completely different domain with different users and constraints. Mentored junior designers, anchored presales pitches, and delivered dashboards and data visualisations that made complex information feel simple.

Team Lead · Design Strategy · Mentorship · Data Visualisation · Stakeholder Management · Presales

iShopAtoZ Pvt. Ltd.

Lead UI/UX Designer

Aug 2021 – Feb 2022

Led design on a growing e-commerce platform. A fast, intense engagement working closely with stakeholders across marketing, product, and engineering — making strong design decisions with limited time and resources.

Lead Designer · End to End Design · Stakeholder Management

Honeywell

Senior UX Designer

May 2019 – Mar 2021 · Bangalore

Designed training simulators for enterprise field workers who needed to master multi-step industrial processes quickly and safely. A pivot into B2B complexity with high-stakes UX constraints unlike anything before.

End to End Design · Interaction Design

Infosys

Lead UX Designer

Jul 2016 – Apr 2019 · Bangalore

Three years of enterprise UX leading design on Infosys's Finacle digital banking platform and collaborating with global Cisco stakeholders across time zones. Grew expertise in UX for products that serve millions of users.

Lead Designer · UX Strategy · User Testing · Mentoring · Stakeholder Management

ZoloStays

UX Consultant

Dec 2015 – Apr 2016 · Bangalore

First professional UX engagement. Conducted ethnographic research — observing real users in their environment and letting those insights drive every design decision.

Lead Designer · Design Strategy · UX Research

EDUCATION

IIM Indore

PG Executive — Product Management

Jan 2021 – Jul 2021 · Indore

Six months at one of India's top management institutes — studying product strategy, financial models, and go-to-market thinking.

Symbiosis International University

Bachelor in Design (UX)

2012 – 2016 · Pune

Four-year foundation in design thinking, research methods, and interaction design.

SKILLS

Design & Craft

UX Design · Service Design · Interaction Design · Wireframing · Prototyping · Design Systems

Research & Strategy

User Research · Journey Mapping · Empathy Mapping · Heuristic Evaluation · Usability Testing · UX Strategy

Leadership

Stakeholder Management · Team Leadership · Mentoring · Presales

TOOLS & SOFTWARE

Figma · Sketch · Lucidchart · ChatGPT · Microsoft Copilot · Claude