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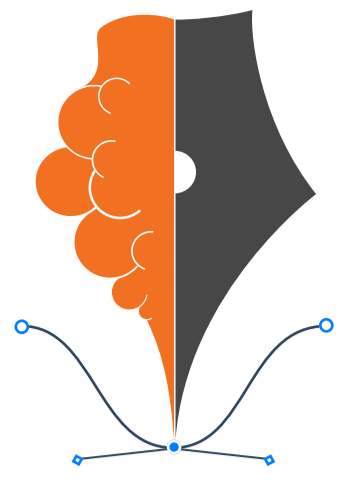
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# Printo Kallukaran

Product Designer

[www.printoux.com](http://www.printoux.com)



## Core skills

### AI & Emerging Technologies

AI-Driven UX Exploration  
Conversational UI Design  
Prompt Structuring for LLMs  
AI-Assisted Research Synthesis  
Generative AI Prototyping

### Research & Evaluation

User-Centered Design (UCD)  
Heuristic Evaluation  
Personas & Journey Mapping  
UX Quality Assurance  
Usability Testing

### Design & Strategy

Design Thinking  
Information Architecture (IA)  
Interaction Design  
Wireframing  
Prototyping  
UX Strategy  
Workflow Redesign  
Design Systems

### Methods & Collaboration

Lean UX  
Agile UX  
Whiteboard Sessions  
Stakeholder Collaboration

### Accessibility & Quality

Accessibility Principles  
Experience Validation

## Professional summary

Product Designer with 12+ years translating complex enterprise, healthcare, and HR tech workflows into intuitive, scalable digital experiences. I specialize in workflow simplification, system thinking, and data backed UX strategy that improves efficiency, adoption, and user clarity. I partner closely with product and engineering teams to drive end to end design from discovery research and journey mapping to IA, interaction design, prototyping, usability testing, and design systems. Known for delivering measurable impact, reducing operational friction, and shaping user centric solutions for large scale products.

I actively explore AI-driven experience design, integrating generative and intelligent systems into enterprise workflows to enhance efficiency, automation, and decision clarity.

## Professional experience

 Amazon | UX Designer May 2023 - Present

### Expense

It is an internal tracking tool that lets employees submit their expenses through Concur while providing clear, real-time status visibility for both submitters and approvers.

- ✓ Improved status visibility for all expense submissions, reduced back-and-forth clarifications, and enabled faster review and approval cycles.

### Buy for Work

Buy for Work is Amazon's internal buying platform that helps employees quickly find, request, and purchase work-related items with smooth approvals and built-in compliance bringing the ease of Amazon's shopping experience to internal workflows.

- ✓ Designed and tested the new experience with 135 users, achieving +54 NPS.
- ✓ Improved feature discoverability and engagement by 35%.

### Trakr

Trakr is a project focused on tracking, managing, and optimizing spending and savings for contracts and business requirements. It helps teams monitor costs, identify savings opportunities, and stay financially accountable.

- ✓ Increased task efficiency by 30% and reduced retrieval time by 40%.

### Buyrite

Buyrite is an internal procurement request platform that allows users to create and submit purchase requests for approval within the organization.

- ✓ Designed and delivered a new notification module within 1 month to improve post-purchase visibility and workflow clarity.

 HCL Technologies | Sr. Technical Lead

Jun 2021 - Apr 2023

### Smartboard (HR Lifecycle Platform)

Smartboard is a SaaS platform that manages the entire HR lifecycle for gig workers, handling onboarding, scheduling, payments, and performance to streamline workforce operations and boost business efficiency.

- ✓ Redesigned complex HR workflows for gig workforce operations.
- ✓ Achieved 40% HR efficiency, 60% adoption, and 4.7/5 CSAT.

## Tools usage

Figma  
Figzam  
Adobe XD  
Miro  
User testing  
Maze  
Balsamiq  
Whimsical  
Asana  
Jira

## Education

Human-Computer Interaction (HCI)  
- IIT Mumbai

Higher Diploma in Animation (HDA)  
- Aptech, Mumbai

B.Com (Computers)  
- Kakatiya University

## Online certification

Design Thinking  
- IDF

Interaction design for Usability  
- IDF

Journey mapping  
- IDF

## Awards & Rewards

Detail Hero  
- Amazon

Top Gear challenge achieved  
- Wipro Technologies

Executive Talent recognized  
- Napier Healthcare

## Professional experience

 Wipro Technologies | Project Lead Jun 2018 - May 2021

### BAPCO

BAPCO aimed to streamline its KPI framework across all units through a top-down approach that aligned executive strategy with operational performance.

- ✓ Defined KPIs across executive, department, and operational layers.
- ✓ Reduced reporting errors and onboarding time by 30–40%.

### USP (Microsoft Dynamics CRM Product)

USP is a Microsoft Dynamics CRM-based platform that manages HR data and tracks productivity across working hours.

- ✓ Designed HR & productivity workflows within Dynamics' UI constraints for 16 months.
- ✓ Delivered complete, implementation-ready flows.

 Sysgain | Sr. UX Designer Nov 2017 – Jun 2018

### IOT (Internet of Things)

The IoT initiative explored new product opportunities with no predefined requirements or stakeholders, using market research and competitive analysis to identify gaps and shape early product directions through self-driven UX exploration.

- ✓ Defined problem space through market & competitor research.
- ✓ Created personas, journeys, and early opportunity maps.

 Napier Healthcare | Sr. UX Designer Jun 2016 – Nov 2017

### HIS (Hospital Information System)

Napier HIS is a scalable web-based hospital information system that improves operational efficiency, EMR adoption, and patient-care workflows, supporting multi-facility hospitals with integrated administrative, clinical, and revenue management tools.

- ✓ Redesigned desktop workflows for web migration.
- ✓ Improved clarity & usability for clinical and admin roles.

 Eli Research India / Icrea Infotech | Web/UI Designer Jun 2012 – Jun 2016

### Medflow

Medflow is a certified EHR/EMR suite for ophthalmology and optometry, designed to streamline clinical workflows, patient records, and overall practice efficiency.

- ✓ Converted wireframes into polished UI screens.
- ✓ Improved visual clarity and consistency across modules.