

Niyathi Remesan

Senior Product Designer | Consumer & Enterprise | Human centered Products at Scale

Amsterdam, Netherlands | niyathireme@gmail.com | [LinkedIn](#)

Senior Product Designer with 12+ years designing human-centred digital experiences that put real people first. At Amazon Shopping, I designed for 150M+ everyday members across India's largest mobile-first platform, turning complex journeys into simple, intuitive moments that worked for everyone. At AWS, I brought that same member-led thinking into high-stakes enterprise environments, owning product vision end-to-end from zero to one, building design systems, and mentoring designers to raise craft quality. I bring full-stack design skills across UX research, UI design, and visual design, delivering production-ready assets that engineering teams can implement without friction. I use AI-powered design tools daily, not just to move faster, but to experiment, explore, and find better solutions for the people using the product.

AREAS OF EXPERTISE

Human-Centred & Member-Led Design | Product Vision & Zero-to-One Thinking | Full-Stack Design (UX, UI & Visual) | Product Thinking & Insight to Opportunity | Design Systems & Component Documentation | UI Design & Visual Craft | Production-Ready Assets & Developer Handoff | AI-Powered Design Tools (Claude, Kiro, Figma Make) | Storytelling & Design Communication | Design Mentorship & Quality Elevation | User Research & Usability Testing | Cross-functional Collaboration | High-Fidelity Prototyping | Figma | Accessibility & Inclusive Design

PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS), Netherlands | Senior UX Designer | Feb 2023- Present

- Owned core UX for AWS's next-generation observability platform that reduced time-to-awareness by 75% for engineering teams, shifting monitoring behaviour from reactive dashboard scanning to intent-driven, AI-native triage across 89% AWS customers.
- Created a purpose-built design system with its own identity distinct from AWS console including a 12-chart-type visualisation library on Highcharts, chosen for native monitoring interactions giving the platform a product-grade visual language across all 3 monitoring products.
- Unified fragmented metric discovery and query management into a single cohesive flow, improved user satisfaction by 56% within 3 months directly reducing the cognitive load of finding, building, and editing queries across disconnected entry points.
- Unified monitoring setup for AWS, third-party sources into one discoverable surface, increased new customer adoption by 35% by applying current market best practices and streamlining the workflows.

Amazon Shopping, India | Senior UX Designer | Jan 2018 - Jan 2023

- Led end-to-end design for Amazon Prime and delivery experiences, serving 150M+ active customers across India's largest mobile-first shopping platform, providing direct implementation feedback to developers to maintain design quality in production.
- Shipped India-first initiatives (Same-day Delivery, Buy More-Save More) that were adopted for international customers across Amazon marketplace in North America and EU.
- Redesigned the accessories attach experience, testing 5 interaction variants with Product and Engineering, exceeding the business goal of 50% higher conversion uplift by making complementary products easier to discover at checkout.
- Launched "Guaranteed Exchange Price" on smartphones, a visually strong, innovative trade-in flow that drove 1,500+ units sold within 24 hours.

Infosys Private Limited, India | UX/UI Designer | Aug 2014 - Dec 2017

- Led a user-centric product redesign that increased new customer visits by 20% and drove a 27% lift in new user acquisition, validated through iterative research and usability testing aligned to market best practices.
- Contributed interaction patterns to Next-Gen banking platform experience that expanded product features by 5%, extending the platform's capability to serve broader customer workflows.

EDUCATION

Masters in industrial design | School of Planning & Architecture, India | 2012 - 2014

Bachelors in architecture | TKM College of Engineering, India | 2007 - 2012