Ajay Katta

LinkedIn | Portfolio

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Senior Product Designer

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PROFESSIONAL SUMMARY & STATEMENT OF PURPOSE

Senior Product & UI/UX Designer with 5+ years of experience taking digital products from concept to execution. Skilled in UX research, interaction design, 3D product design, wireframing, prototyping, design systems, component library, design tokens, visual design and AI-assisted workflows. Experienced in translating user needs and business goals into clear, functional, and engaging product experiences while collaborating with cross-functional teams throughout the product lifecycle. Passionate about simplifying complex problems and creating accessible, intuitive, and impactful products.

Seeking Product Designer or UI/UX Designer opportunities in Fintech, Financial Services, AI, SaaS, and Enterprise technology companies where I can leverage human-centered design, product thinking, and design systems to build impactful digital experiences. My background in 3D Product design and immersive Gen AI technologies adds a unique perspective to crafting engaging, innovative products.

CORE COMPETENCIES

• **Product & UX: Interaction** Design | UI/UX | Rapid Prototyping | User Journeys | Design Systems | Usability Analysis | Wireframing | end-to-end product design.
• **AI for Design:** Generative AI for asset creation | Prompt engineering | AI-assisted and procedural workflows | UI/UX design principles | Motion graphics and cinematics | Video compositing.
• **3D & Visualization:** Modeling | Texturing | Rendering | Look Development | Real Time Visualization | AR/VR Experience Design.
• **Engines & Tools:** Figma | Adobe Creative Cloud | Sketch | Autodesk Maya | Blender | Unreal Engine | ZBrush | Substance Painter/Designer and Stager.

EXPERIENCE

Amazon – Product Designer / 3D Material Designer **Nov 2020– Dec 2025**

Visual Innovation Team *Hyderabad, India*

• Contributed to cross-functional CX design pilot projects for brands like Nike Trail, Coach, Adidas, Kate Spade, Rolex, Gucci, Louis Vuitton, and Canyon Bikes etc., improving feature adoption by 25% and maintaining consistent visual design and user experiences across Amazon Fashion.
• Designed B2B brand store pages for Nike, Kate Spade, Coach and other brands on Amazon, creating clean layouts, clear product displays, and easy navigation.
• Developed AI-generated product summary and multilingual videos, reducing manual production effort by 50% while improving delivery consistency

• Built automated texture/material systems that increased rendering accuracy and accelerated 3D production cycles by 40%
• Introduced procedural texturing workflows that cut manual repetition and reduced asset production hours by 30–40%, accelerating delivery for high-volume sequences.

Achievements:

• Global Hackathon – Top 2 Finalist • Wall of Fame Honoree

Santh Designs - Motion Graphic Artist **March 2019 - July 2019**

Branding and visual effects *Hyderabad, India*

• Designed 50+ brand logos and visual identities aligned with business strategy, brand positioning, and market objectives for diverse client portfolios.
• Created Logos, video ads, motion graphics, and promotional content for digital campaigns using Adobe Creative Suite, maintaining brand consistency and audience engagement.
• Collaborated with creative and marketing teams to deliver compelling visual narratives and storytelling that elevated brand presence and impact across digital platforms.

EDUCATION

• **Bachelor of Fine Arts,** *Animation* **-**JNFAU, Masab Tank, Hyderabad (2015-2019).
Built a strong foundation in 2D & 3D design, graphic design, and the end-to-end UI/UX design process through four years of academic training.

CERTIFICATIONS

• Google UX Design Professional Certificate — Coursera (2026)
• What is Generative AI — LinkedIn (2025)
• Introduction to Prompt Engineering for Generative AI — LinkedIn (2025)

KEY ACHIEVEMENTS SNAPSHOT

• **1,500+ Production-Ready 3D Assets** created at 95% visual fidelity for global e-commerce and AR/VR platforms
• **40% Improvement in Rendering Accuracy** and **30-40% Reduction in Production Cycles** via automated texture-material systems and procedural workflows
• **50% Reduction in Manual Production Effort** through AI-generated product summaries and multilingual Visual and video automation
• **Global Hackathon Top 2 Finalist** and **Wall of Fame Honoree** for 3D-AI innovation and creative problem-solving
• **Cross-Functional Leadership** across R&D, UI/UX, Visual design, and marketing teams; mentored junior artists on PBR workflows and asset optimization best practices.