# AMRUTHA KRISHNAN

## Product Designer

Product Design Leader with 12+ years of experience shaping enterprise SaaS and GenAI platforms. Combines data-driven strategy, user behavioral insights, and scalable design systems to turn complex tech into intuitive products.


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## WORK EXPERIENCE

### **Salesforce,** San Francisco

**Lead Product Designer | Aug 2025 - Present**

- Reduced campaign delivery from weeks to minutes by leading UX design for the Campaign Creation Agent; defined core user journeys for the Agentforce Marketing Goals Agent.

**Sr. Product Designer | Dec 2019 - Aug 2025**

- Led UX across 4 evolution phases of Gen AI campaign creation, automating multi-channel workflows, cutting setup time, and securing 1 patent.
- Led 0-to-1 product design and UX research for a patented no-code ML interface, scaling from a 3-customer pilot to global GA for core enterprise tenants.
- Led UX across core Einstein AI products (STO, EES, EEF, ECI), driving 25%+ open-rate lifts through Send Time Optimization (STO), reducing subscriber fatigue via EES and EEF, and securing a patent for AI-generated subject lines.

### **Oracle,** Redwood Shores

**Sr. Interaction Designer | July 2018 – Dec 2019**

- Collaborated within a design team to build mobile-responsive Cloud HCM workflows (27M+ DAU), contributing to Oracle's #1 Completeness of Vision ranking in the 2019 Gartner Magic Quadrant
- Spearheaded cross-functional UX initiatives to transition our HCM interfaces into the components of the Oracle Redwood Design System.

**Interaction Designer | July 2014 – July 2018**

- Designed Global HR, Compensation, and Workforce Management modules, creating responsive UI patterns that improved task completion time and user satisfaction.
- Revamped legacy HCM patterns as part of a 2017 UX Task Force, delivering a mobile-first ecosystem that closed competitive gaps and drove enterprise adoption.
- Designed scalable, cross-platform analytical tools for Oracle Management Cloud with Data Visualization techniques, enabling real-time hybrid-cloud telemetry monitoring and faster incident response.

### **Bloomberg L.P.,** New York

**UX Design Intern | May 2013 - Dec 2013**

- Researched and proposed an optimized UX solution for the Contact Management System (CMS) within the Bloomberg terminal to improve user workflow.

### **A Little World,** Mumbai

**UX Design Intern | May 2010 - Jun 2010**

- Redesigned the SBI Tiny mobile micro-banking interface using user-centered design methodologies to streamline core workflows, directly increasing user engagement and task efficiency.

## PUBLICATIONS & PATENTS

### Published Patent Applications

**"Generating segments based on propensity scores configured via a templated model builder experience"** | U.S. Patent Application Pub. No. US - US20240193466A1

**"Techniques for automatic subject line generation"** | U.S. Patent Application Pub. No. US - US20240303280A1

**"Machine learning generation and refinement of group messaging in a database system via generative language modeling"** | U.S. Patent Application Pub. No. US - US20250086403A1

### Publication

Co-authored and published **"Usability Evaluation of Visual IVR System"** (APCHI 2012).

## EDUCATION

### **Georgia Tech,** MS HCI

**Aug 2012 – May 2014**

### **IIT Bombay,** M. Des. IXD

**Aug 2009 – Jun 2011**

### **Univ of Mumbai,** B.E. Comp.

**Aug 2004 – Jun 2008**

## SKILLS

### UX Design

System Mapping • Wireframing • Storyboarding • Mobile Design • Visual Design • Data Visualization • Concept Sketching • Interaction • Design • Information Architecture • Design Systems

### User Research

Heuristic Evaluation • Context Inquiries • Task Analysis • Card Sorting • Affinity Mapping • Rapid Prototyping • Usability Testing • Usability Interviews • Competitive Analysis • Persona • Development • User Journey Mapping

### Prototyping

Claude Code • Cursor • Figma • Gemini Canvas • Keynote

### Programming

HTML5 • CSS • Javascript • iOS Swift • Front-End Development • Git