

Amrith Srinivasan

Product Designer

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SUMMARY

Product designer with **10+ years** of experience, most recently at Microsoft. I design for products that millions of people use on desktop, web, and mobile, and I'm at my best turning a messy, half-defined problem into something a team can build.

EXPERIENCE

Microsoft · UX/Visual Designer 2

Sep 2021 – Present

Microsoft 365 & Copilot · growth, identity & access

- Helped design the **Copilot Growth Engine**, one system for how people upgrade and get access to premium Copilot, covering purchases, trials, and admin-assigned licenses across Microsoft 365. It reached a **44% click-through rate** and **85K+ monthly license assignments** across 5+ surfaces.
- Unified Microsoft's **account & identity surface** into one flexible framework that handles account switching, access & license state, and plan value across web, desktop, and mobile — adapting from consumer to business and free to paid while protecting user trust and privacy.
- Turned a one-size-fits-all surface into a **system of 13 accessible themes**, so it felt native inside each Microsoft product without fragmenting. Contributed a **~2% conversion lift** and **100K+ new subscriptions**.
- Led **0→1 design for Microsoft 365 Premium**, a new AI subscription, owning the upgrade experience from first discovery through post-purchase. The launch drove **532K new subscribers** and a **4–8% uplift** over existing renewal flows.

GroupBy · Product Designer

Aug 2018 – Aug 2021

Enterprise eCommerce & merchandising platform · Toronto, Canada

- Owned upstream web and mobile experiences, partnering with product managers and researchers to concept, prototype, and ship interaction and motion design that lifted **site conversion** and company **MRR**.
- Built merchandising tools that helped customers make informed decisions with minimal cognitive effort, balancing power-user depth with everyday simplicity.

Diem · Product Designer

Mar 2018 – Jun 2018

Consumer mobile · Toronto, Canada

- Designed the full iOS and Android experience for the V1 launch, four apps in total, reworking the home, details, and profile screens to carry the product vision.

Earlier (2016–2018): UX/UI design and consulting at Ormat Technologies, Ontario Wholesale Energy, and AppZoy Technologies, plus freelance work. Research-led mobile and web app design for startups and enterprises across Canada and India.

SKILLS

Design

Product design · Design systems · Interaction & prototyping · Information architecture · Visual & motion design · 0→1 strategy

Craft & quality

Accessibility · Localization · Cross-device · Detail & polish

Research

Contextual interviews · Usability testing · Personas · Heuristic evaluation · Requirements gathering

Tools

Figma · FigJam · Claude · Visual Studio

EDUCATION

B.A., Business Economics

York University · Toronto, Canada
2012 – 2016

UX Design Certification

Springboard Institute
2017