Ajay Katta

LinkedIn | Portfolio

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Senior Product Designer

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PROFESSIONAL SUMMARY & STATEMENT OF PURPOSE

Product & UI/UX Designer with 5+ years of experience in designing digital products from concept to execution. Skilled in UX research, 3D product design, AI-Assisted workflows, interaction design, information architecture, wireframing, prototyping, design systems, and visual design. Experienced in translating user needs and business goals into clear, functional, and engaging experiences, while working closely with cross-functional teams throughout the product lifecycle. Passionate about solving complex problems through thoughtful design and creating products that are accessible, intuitive, and impactful.

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 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.

• **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 - Designer / 3D Materials Artist **Nov 2020– Dec 2025**

Visual Innovation Team *Hyderabad, India*

• Part of Pilot Projects for cross-functional CX design for Nike Trail, Kate Spade, and Canyon Bikes, improving feature adoption by 25% and strengthening visual consistency across Amazon Fashion.

• 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.

• Produced high-quality video advertisements, motion graphics, and compositing work for digital marketing, social media campaigns, and promotional content using Adobe photoshop, illustrator, After Effects and Premiere Pro, ensuring brand consistency and strong 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 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, product, and marketing teams; mentored junior artists on PBR workflows and asset optimization best practices