

Ritika Bansal

Lead UX Designer | London, UK | ritikabansal88@gmail.com | +44 7496 545161 | linkedin.com/in/ritika-bansal-b5958944 | ritika-bansal.com *(Most recent work is confidential and available on request)*

Design Leadership Summary

Design leader with 16+ years of experience shaping high-impact digital products across global ecosystems. Experienced in defining product vision, leading cross-functional design, mentoring designers, and translating complex customer and business problems into scalable experiences. At Amazon, currently, I lead High ASP Search CX across mobile and web, with a focus on discovery, trust, experimentation, and measurable impact.

Core Skills & Tools

Product Strategy | UX Strategy | Interaction Design | Design Systems | User Research | Experimentation | Accessibility | Figma | Generative AI | LLMs | AI-Assisted Prototyping

Professional Experience

Amazon – London | Senior UX Designer (Design Lead) | Jan 2021 – Present

Lead end-to-end design initiatives across Amazon's global retail ecosystem, shaping customer and partner experiences that enhance trust, discovery, and engagement across web and native platforms.

Lay of the land [LOTL] — Category Navigation Tiles on Desktop Search (EU)

- Led 0→1 design of desktop category navigation that drove +\$364.9M/year in revenue, testing five treatments across format, placement, and labelling with 52.3M customers over 28 days.
- Identified placement as the highest-impact design variable over visual format - navigation placed near search results drove revenue without hurting conversion, while other placements degraded purchase completion.
- Distilled findings into a reusable set of design principles for desktop search — covering scroll sensitivity, visual weight, and attention trade-offs— now used as a reference framework for new feature placement on the search page

High ASP Search CX – Redefining premium shopping experiences (*current charter*)

Leading UX strategy for Amazon's High ASP Search charter — shaping how customers discover and evaluate premium products through a portfolio of new mobile search experiences.

1. Premium Program Tile (PPT)

- Designed a 0→1 one-tap premium discovery experience, solving a gap where customers couldn't easily find or trust premium brands within mixed search results.
- Ran a usability study (n=24, US + UK); while the concept and wording tested strongly, the visual treatment underperformed, with the tile noticed in only 19 of 80 unprompted shopping journeys. Used this evidence to challenge the original direction and drive a more prominent V2 with stronger colour and category-relevant imagery.

2. Premium Oreo Widget — Inline Premium Carousel on Mobile Search (US + EU5)

- Designed an inline premium carousel that surfaces premium brands mid-page alongside regular results — premium products make up <5% of top results on unbranded queries, making them nearly invisible to customers.
- Ran a qualitative study (n=23, US + UK) — research showed the widget needed stronger discoverability, while customers valued visually elevated imagery but still relied on star ratings and reviews for purchase confidence.

Global Recalls Experience – Transforming customer safety (20+ countries; web and mobile)

[Public announcement](#)

- Defined and launched Amazon's first global Recalls experience across web and mobile in 20+ countries, elevating customer safety and trust worldwide.
- Led safety perception research, defined customer personas that informed the design direction.
- Enabled compliance with the U.S. Consumer Product Safety Commission (CPSC), saving \$15M+ in potential fines.
- Improved notification effectiveness by 380% (EU) and 800% (LATAM) by launching the Recalls Product and Safety Alert (RPSA) page.
- Increased RPSA page engagement by 45% on web and 72% on mobile (US) by integrating contextual recall alerts into "Your Orders" page.
- Expanded the discoverability of the RPSA page with new ingresses (footer link, flyout menu, push notifications), driving an estimated 950% increase in total visits.

Automotive Fitment Experience – Driving accuracy and growth for Selling Partners

- Designed a new automotive fitment experience for Selling Partners (SPs), improving data submission efficiency and usability.
- Increased fitment coverage from 23% to 30% in 3 months, driving higher accuracy and compatibility results for buyers.

- Achieved 5.1M fitment submissions within 3 months, demonstrating rapid adoption.
- Scaled monthly bulk uploads from 1.5K to 30K, significantly enhancing operational efficiency.

Accessibility Bar Raiser trainee, supporting inclusive design standards across Amazon.

Cognizant – London | Senior UX Consultant | 2019 – 2021

UK Subsidy Control System – A GDS-compliant product for BEIS

- Led end-to-end UX design for the UK's Post-Brexit Subsidy Control System, replacing the EU's Transparency Aid Module (TAM).
- Delivered a fully Government Digital Service (GDS) design system-compliant product for the Department for Business, Energy & Industrial Strategy (BEIS), ensuring accessibility, usability, and transparency standards were met.

Dunnhumby – London | Senior UX Designer | 2017 – 2019

- Defined and implemented Dunnhumby's design system to improve scalability and design consistency.
- Designed data-driven tools including Offer Manager and Promotions History Dashboard, supported by user research and usability testing.

Pie – London | Senior UX Designer | 2017

- Designed fleet management platform for a DPD Group startup, translating Excel workflows into an efficient web-based experience.
- Led user research, defined design strategy, and mentored junior designers through design reviews.

Flipkart – India | Senior UX Designer | 2013 – 2016

- First designer for Flipkart's Seller Platform, supporting 30M+ products across 70+ categories.
- Designed end-to-end UX for major features, including Flipkart Advantage, Listings and Orders Dashboard.
- Hired and mentored a team of 10 designers, establishing UX maturity and processes.

HCL Technologies – India | Senior UX Designer | 2012 – 2013

- Designed enterprise experiences for Microsoft Live Broadcast Manager and McAfee Parental Control, improving usability and visual hierarchy through heuristic evaluation and prototyping.

Infosys Technologies – India | UX Designer & Software Engineer | 2009 – 2012

- Transitioned from software engineering into UX, designing enterprise solutions for PwC, Molina Healthcare, and LexisNexis.

Education

B.Tech in Computer Science | Chitkara University, India (2005–2009)