

# Pratik Shah

UX Leader | Design Mentor | Educator

Turning Complexity into Clarity with Strategic Design.

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## Epsilon / Senior Director, Global Product Design

July 2025 - Present

- Leading product design focusing on **AdTech and MarTech platforms** that are **data-first, AI-powered, and hyper-personalised**.
- Driving design strategy to turn complex identity, personalisation, and data solutions into **human-centred tools** that help brands connect meaningfully with people.
- Partnering with product, engineering, and data science leaders to shape platforms that balance **personalisation, privacy, and measurable outcomes**.
- Building and mentoring a **high-performing design team** across APAC, fostering a culture of collaboration, innovation, and inclusive design.
- Advocating for responsible use of AI in AdTech and MarTech, ensuring design decisions amplify both **business impact** and **user trust**.



## Walmart / Senior Manager, Design

Nov 2018 - July 2025

Leading design for Walmart's **Sourcing organization**, driving **AI-powered innovations** and **data-driven decision-making** to optimize procurement for over 400,000 SKUs across 22 countries.

- Owned the **strategy and design** for Sourcing Insights Platform, empowering sourcing teams to proactively **forecast risks**, ensure **supply continuity**, optimize price/quality, and **mitigate disruptions**, resulting in **\$300M in cost savings** and avoidance.
- Led the design team, creating seamless tools to **identify, onboard, and develop suppliers**. This directly supports Walmart's initiative to increase exports from India (from \$3B to \$10B by 2027) and aligns with its global sourcing vision.
- Built the Sourcing UX team from the ground up, **mentoring and coaching** designers to achieve leadership roles, resulting in multiple promotions, awards, and stakeholder recognition.
- Championed the adoption of **Design Sprints** and **Design Thinking workshops** across the organization, fostering collaboration and driving innovation while ensuring alignment with stakeholders.
- Led organization-wide **accessibility** initiatives, including assistive technology workshops, awareness programs, and training initiatives, earning recognition and the "**Best Pillar Engagement**" award for promoting inclusivity at Walmart scale.



## axio / Senior UX Designer

Jan 2016 - Nov 2018

Designed **fintech solutions** for India's leading consumer credit platform, simplifying BNPL, credit scoring, and financial inclusion

- Led the **UX vision** and **product feature roadmap** for core lending functions, including loan lookups, financial credit checks, loan approvals, and investor portfolio management tools.



## Career Highlights

I bring over **13 years** of UX experience across industries, most recently at Walmart and now Epsilon. At **Walmart**, I worked on global sourcing systems and accessibility initiatives.

Today, at **Epsilon**, I lead product design for the APAC region, building AI-powered AdTech and MarTech tools that deliver data-first and hyper personalised brand experiences.

My goal is to help brands connect with people in ways that are responsible, scalable, and meaningful.

## Areas of Interest

- Hyper-Personalization:** Crafting intuitive, data-driven experiences that adapt in real-time - think Netflix-style recommendations for **Enterprise UX**.
- Human-AI Collaboration:** Championing "co-creative" workflows where AI optimizes data-heavy tasks (e.g., A/B testing), allowing designers to focus on innovation.
- Ethical AI & Privacy:** Passionate about ethical design practices, *exploring GDPR-compliant strategies on Coursera*.
- Design Thinking & Mentorship:** *Stanford-certified practitioner, mentoring designers and leading "Train the Trainer" programs to scale innovation.*

- Designed intuitive and engaging **D2C mobile apps** for the "Borrow" and "Invest" verticals, applying best practices in **interaction design** and **information architecture**. This served as an additional channel for customer acquisition.
- Developed and implemented a **comprehensive UX process** and **design library**, streamlining workflows and increasing design efficiency within a fast-paced agile environment.



### Gracenote / UI Designer

Dec 2014 - Dec 2015

Built intuitive **media experiences** for the world's leading provider of entertainment metadata, powering music, video, and sports **analytics**.

- Created **wireframes, user interactions, and UI designs** for the company's leading clients, ensuring seamless cross-platform experiences.
- Played a key role in the company's **rebranding initiative**, contributing to a refreshed visual identity and enhancing user perception.



### SensiBol / UX Engineer

July 2012 - Dec 2014

**Pioneered UX** for AI-driven **audio processing solutions**, enabling music analysis, voice recognition, and interactive sound applications.

- Contributed to the design and development of innovative products, exploring and showcasing the diverse applications of their proprietary **music metadata extraction** technology.
- Designed and developed "Gaona Karaoke," a multi-platform application, demonstrating **full-stack design and development** capabilities.
- Created compelling **demo videos, marketing materials, and illustrations** for various applications, effectively communicating product value and expanding market reach.

## Education & Certificates

### Masters Programme in Leadership Essentials

from Indian School of Business

Feb 2024

### (CPACC) Certified Professional in Accessibility Core Competency

from International Association of Accessibility Professionals (IAAP)

May 2023

### Design Thinking: From Insights to Viability

from Stanford University

July 2022

### B.E. Information Technology

from Gujarat Technological University (India)

2008 - 2012

Let's  
Connect!



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## Achievements



### Best Engagement Pillar Award / Walmart

Jan 2025

Recognized for leading the org-wide accessibility workshop "**See It Yourself**", which empowered employees to experience accessibility challenges firsthand, fostering greater inclusivity.



### Representative / NASSCOM Global Inclusion Summit

Aug 2024

Represented Walmart **wCare** at the summit, sharing insights on **accessibility** and **inclusion** in the workplace.



### Earned Plugin of the Month / Sketch

July 2017

Developed a **Sketch plugin** that enhanced designers' workflow by enabling better grid utilization, earning recognition from the design community.