

DARSHINI SHAH

Product Design Leader

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ABOUT ME

Design leader driving **AI-powered platforms** at Amazon, leading the **end-to-end hiring ecosystem used by 85M+ users** and **enabling 1.5M+ hires annually**. Focused on **transforming complex, fragmented systems into cohesive, intuitive experiences** while building teams that consistently raise the bar on quality and execution.

STRATEGIC IMPACT

Executive Alignment & Influence

Drove product and platform direction through executive reviews, PRFAQs, and data-backed narratives, influencing senior leadership across initiatives supporting the entire hiring ecosystem at Amazon.

Platform & Ecosystem Strategy

Defined and scaled a unified hiring platform across 10+ fragmented tools, aligning multiple teams around a cohesive vision and improving candidate quality from 21% to 50.6%

AI at scale

Led integration of AI-powered suite of experiences across workflows used by 50K+ users, reducing manual effort and accelerating decision-making.

Cross-Functional Leadership

Aligned 8+ cross-functional teams (Product, Engineering, Marketing, Legal, Compliance) to deliver complex, multi-org initiatives at scale, improving hiring outcomes and operational efficiency.

WORK EXPERIENCE

Manager, Product Design | Amazon

October 2021 - Present

If you've searched for jobs, applied, interviewed, been hired or boomeranged at Amazon in the last 5 years, you've experienced products I led.

AI-Powered Experiences

Led an AI overhaul to ingest automation in systems used by 50K+ users, saving 4+ hours per recruiter weekly. Embedded AI directly into decision points to surface actionable insights and identified opportunities to automate 40%+ of administrative tasks.

Platform & Hiring Ecosystem

Consolidated **10+ fragmented tools** into a single platform used by **50K+ internal users**, reducing system complexity and improving workflow efficiency. Defined a persona-driven architecture (Hiring Hub, Recruiting Hub, Intern Hub) and redesigned the end-to-end hiring journey, incorporated AI-driven efficiencies, contributing to **1.5M hires across 85M users**, improving candidate quality from **21% to 50.6%** and reducing defects by **50%**.

Design Systems & Experience Quality

Built a modular design system that reduced design-to-launch time from 2 weeks to 2 days, enabling faster iteration at scale. Established patterns and standards that improved cohesion and consistency across product surfaces.

Leadership & Team Building

Scaled the design team from 0 to 12, hiring 9 and promoting 2 while establishing operating models and ways of working. Led critiques and coaching to raise the quality bar across interaction, visual, and systems design.

Sr. Product Designer | SAP

October 2018 - August 2020

Led design of a 0→1 enterprise product (Intelligent Configuration Manager), shipping new features weekly in collaboration with product and engineering.

Designed intuitive workflows for complex systems, simplifying technical processes and improving usability for enterprise users.

Conducted user research and usability testing to validate designs and ensure alignment with stakeholders.

SKILLS

UX Strategy • Platform Design • AI-powered Product Design • Systems Thinking • Design Systems • Service Design • Org Leadership • Cross-functional Strategy • Generative AI • Decision Support Systems

EDUCATION

Savannah College of Art and Design | 2017-2018

M.A. in Design Management

CEPT University | 2009-2016

B.A. in Interior Design
