Aman Bhutani

Experience Design Lead

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SUMMARY

Design leadership professional with 18+ years of experience across UX/UI design, creative direction, and digital experience strategy, including 16+ years leading high-impact design engagements at Publicis Sapient. Proven track record building and mentoring design teams, setting creative vision for enterprise and consumer digital products, and partnering with senior client and product stakeholders to translate business strategy into scalable design systems.

Deep expertise spans AI-augmented design workflows and agentic prototyping, accessibility (WCAG 2.1 AA) compliance, motion and interaction design, and design-to-development governance across mobile, web, and enterprise platforms. Recognized for pairing strong creative instincts with operational rigor — establishing documentation standards, component systems, and cross-functional processes that scale design quality across distributed, multi-time-zone teams.

CORE COMPETENCIES

Design Leadership & Team Mentorship • Creative Direction & Vision Setting • UX Strategy & Design Thinking • Accessibility & WCAG 2.1 AA Compliance • AI-Augmented Design & Agentic Prototyping • Motion & Interaction Design • Client & Stakeholder Presentation • Cross-Functional & Distributed Team Leadership • Design-to-Development Handoff

PROFESSIONAL EXPERIENCE

Publicis Sapient — Gurgaon, India **April 2010 – Present (16+ years)**

Experience Design Lead **2023 – Present**

Key engagements: ABC Supply (B2B ecommerce), Academy of Sports, Bupa Blua (healthcare), a leading US telecom provider

- Led a four-designer omnichannel UX team for a major telecom client, guiding consumer experiences across web, mobile, and app —from discovery and competitive analysis through workshops, storyboarding, and feature delivery over a three-month engagement.
- Lead UX discovery and experience strategy for enterprise clients, partnering directly with Product Owners, Associate Directors of Product Management, and North America-based design leadership; defined and prioritized 53 candidate AI/agentic experience opportunities into 5 high-impact use cases, delivering an end-to-end agentic AI prototype in a 2-week sprint that earned strong client recognition.
- Directed accessibility strategy for a healthcare app, ensuring WCAG 2.1 AA-compliant experiences through detailed documentation, specialist collaboration, and validated component behaviour across iOS and Android; served as central design POC across four cross-continental journey teams, coordinating AU–IN delivery.
- Introduced motion design capability via After Effects–to–Lottie workflows, elevating micro-interaction, loader, and screen-level animation quality across products.
- Built and scaled an AI-integrated creative production pipeline, generating 3,000+ production-ready lifestyle assets in 6 weeks while establishing quality-control standards for AI-generated creative.
- Redesigned a major US telecom provider's end-to-end bill simplification experience across digital and print, driving measurable cost efficiencies and customer satisfaction gains; presented design direction directly to senior client stakeholders. Designed and operationalized a VQA/BOVV validation framework and a scalable, future-ready component system that improved delivery speed and brand consistency.
- Mentoring a team of 6 designers and lead structured knowledge-transfer sessions for developers and PMs, building shared understanding of accessibility, documentation, and design-to-build standards across teams.

Art Director **2010 – 2022**

Key engagements: a leading US telecom provider, FWD Insurance, Kellogg's, Motiva, Corteva, Miral, HP, Sky, Delta, Yahoo, Sprint, TDA, Goodby

- Led design adaptation of marketing and product experiences for APAC markets (Thai, Chinese) and a global CPG campaign landing page, ensuring cultural accuracy and seamless execution across international, cross-time-zone teams.
- Owned end-to-end creative direction for a major energy brand's regional campaign — seasonal creative, sports partnerships, and motion graphics — driving the highest-engagement single creative in campaign history (38.4K+ views, 1.1K+ comments).

- Partnered with Senior Art Directors to design and implement comprehensive creative stress-testing strategies for multilingual websites spanning 25+ languages and 2,000+ web pages.
- Provided QA leadership and mentorship across account teams, upholding consistent quality standards across large-scale, multi-market digital properties.
- Delivered strategic design recommendations that informed subsequent site iterations, contributing to long-term account retention.

EARLIER CAREER

Rhythm & Hues Studios India Pvt. Ltd. — Background Preparation Artist December 2007 – June 2009

- Contributed background preparation work for Hollywood feature films including Night at the Museum 2, Fast & Furious 4, and The Mummy: Tomb of the Dragon Emperor. IMDb: imdb.com/name/nm3090545

Webchutney Studios — Senior Multimedia Designer July 2004 – June 2006

- Led the online campaign for Discovery Channel's World Cup Soccer history across Microsoft, Indiatimes, Rediff, and Yahoo platforms; developed flash banners and promotional creative for The Times Group, HBO, Microsoft, Lufthansa, and ZOOM TV

EDUCATION

Diploma, Visual Effects — Vancouver Institute of Media Arts, 2007

B.A. — Delhi University, 2002

CERTIFICATIONS & TRAINING

AI for Business Leaders Bootcamp (2026) • The Insight Advantage, ZEUX Innovation (2025) • AI-Powered UX Design, IDF (2023) • Service Design Thinking, HFI (2022) • Designing for the 21st Century, IDF (2022) • How to Design for Accessibility: For UX Designers (2021)

AWARDS & RECOGNITION

Digiday Award, Best Branded Content (2018) • Client Impact Team Award, Miral Asset Management (2018) • Semi-finalist, Better Photography “Frame the Star” (2015)

SPEAKING & THOUGHT LEADERSHIP

Speaker, UXI 2023 Design Conference

TOOLS & TECHNOLOGY

Design & Prototyping: Figma, Sketch | AI & Emerging Tech: Claude, Leonardo AI, Flux, Kaiber, Flow | Motion & Animation: Adobe After Effects, Lottie | Visual & Audio: Adobe Photoshop, Adobe Audition, GarageBand