

# MANPRIT S KALSI

**Principal Product Designer | Product Strategy & Experience Architecture | AI-Enabled Digital Platforms**

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Principal Product Designer with 20 years of experience shaping product strategy and designing large-scale digital platforms across B2B and B2C ecosystems. Known for solving ambiguous, high-impact problems and defining scalable experience frameworks and systems. Deep expertise in user research, data-driven design, accessibility, and AI-enabled experiences, with a proven track record of driving adoption, platform scalability, and long-term business value.

## CORE SKILLS

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Product Strategy • Experience Architecture • User Research • Accessibility • AI-Enabled Experiences • Agile Product Development • Stakeholder Alignment • Enterprise & SaaS Platforms • Data-Driven Design • Platform Scalability

## PROFESSIONAL EXPERIENCE

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### Senior Manager – Digital Products

Etisalat (e&) | Dubai, UAE | Jan 2018 – Dec 2025

- Drove product and experience strategy for large-scale B2B and SMB digital platforms
- Influenced product vision, roadmap prioritization, and platform evolution with senior stakeholders
- Defined scalable experience frameworks and design systems
- Applied user research and analytics to inform long-term product decisions and adoption
- Shaped AI-enabled services and next-generation digital platforms

### UX Consultant – Digital Products

Emirates Airlines | Dubai, UAE | Nov 2015 – Mar 2017

- Designed enterprise internal systems for airline operations to improve productivity and user adoption
- Partnered with product, engineering, and operations teams in Agile environments
- Delivered end-to-end UX flows and interaction specifications

### Senior Manager – Design

iYogi | Gurugram, India | Dec 2009 – Oct 2015

- Established and scaled the UX and design function across web and mobile products
- Shaped product direction in collaboration with business and technology leaders
- Designed e-commerce and marketing experiences contributing to revenue growth

### Earlier Roles

Delhi & Gurugram, India | 2005 – 2009

- UI Head – Webchutney Studios
- Assistant Manager – MakeMyTrip
- Art Director / Senior Graphic Designer – E-business Interactive, Aks Communication

## EDUCATION

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- General Management, Executive Program, IIM Indore, India
- Data-Driven Product Management, Executive Program, IIM Lucknow, India
- Master's in Mass Communication, Guru Jambheshwar University, India
- University of Delhi – Bachelor of Commerce (Honours), India

## CERTIFICATIONS

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- Business of Artificial Intelligence, London Business School
- Sustainable Business Strategy, Harvard Business School
- Digital Transformation, MIT
- Leadership & Change Management, XLRI

## AWARDS

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Multiple awards for customer centricity, collaboration, and agility at Etisalat (e&)