Manprit S Kalsi

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

Dubai, UAE | manprit.kalsi@gmail.com | +971 50 973 2073 | linkedin.com/in/manpritkalsi | manpritkalsi.me

Principal Product Designer with 20+ years of experience leading **end-to-end User Experience and product strategy for large-scale B2B, B2C, SaaS and enterprise platforms**. Known for translating complex business problems into scalable, accessible and high-impact product experiences.

Expert in **experience architecture, design systems, user research, accessibility-first design and AI-enabled experiences**. Trusted partner to Product, Engineering, Data and Executive leadership, influencing product vision, roadmap prioritization and platform scalability through AI-assisted design and rapid prototyping.

EXPERIENCE

Etisalat (e& UAE) Senior Manager - Principal Designer

Dubai, UAE | Jan 2018 - Dec 2025

Acted as the principal design voice for complex cross-team initiatives spanning product, platform and service design

Led **product experience strategy** and User Experience design for **B2B and SMB digital platforms**, including the e& UAE Business Mobile App serving hundreds of thousands of business users across the UAE.

Defined experience architecture, end-to-end customer journeys and scalable UX frameworks across products and services

Partnered with Product Management, Engineering, Data, Marketing and Executive stakeholders to influence product vision, **roadmap prioritization** and platform evolution

Established design systems, UX standards and accessibility guidelines, ensuring scalability and WCAG compliance

Applied user research, usability testing, analytics and **AI-assisted design workflows** using Cursor, Bolt, Builder.io, Lovable and V0 to drive adoption, efficiency and platform scalability

Emirates Group UX/UI Consultant

Dubai, UAE | Nov 2015 - Mar 2017

Contributed to UX design for mission-critical **internal enterprise systems** supporting airline operations and customer service

Designed complex workflows, interaction models and end-user experiences for Reservation and Customer Service Systems, improving efficiency and operational effectiveness

Collaborated with Business, Product Owners, Engineering and Operations teams in Agile environments to evaluate feasibility and define phased design approaches

Delivered **end-to-end UX flows, wireframes, interaction specifications and design documentation** for development handoff

Balanced operational constraints with user-centred design principles and best UX practices to drive usability, scalability and productivity gains

iYogi Senior Manager - Design

Gurugram, India | Dec 2009 - Oct 2015

Built and **scaled the UX and Product Design function from 4 to 21 designers** across web and mobile platforms

Established UX design as the first stage of product development, embedding a user-centred design approach across digital products

Designed ecommerce and conversion-focused experiences, including landing pages and email journeys driving year-over-year revenue growth

Drove **high-converting marketing and lifecycle campaigns** through A/B testing and multivariate testing

Aligned design, business objectives and technical feasibility to deliver scalable solutions, contributing to early **Digital Services Cloud platform** experience foundations

EXPERIENCE

Earlier Roles Design and Marketing

Delhi & Gurugram, India | 2004 - 2009

Make My Trip Asst. Manager, Marketing

E-business Interactive Art Director

Webchutney Studios UI Head

Aks Communication Senior Graphic Designer

MENTORING

Springboard Design Mentor

Online | 2020 - Oct 2025

Mentored students in UX and product design with a focus on real world problem solving, portfolio development and career transitions

Kalsify Design Mentor

Physical and Online | 2012 - Till Date

Mentored 2000+ students and early career designers across UX and product design through structured guidance, project reviews and one to one mentorship

SKILLS

Product Experience Strategy	Accessibility First and Inclusive Design (WCAG)
User Experience Design (UX)	End to End Product Lifecycle Design
User Research and Insights	Cross Functional Collaboration
Experience Architecture	Data Informed Design and Analytics
Design Systems	AI Assisted and Generative UX Design
Responsive Experiences	Platform Scalability and Enterprise Experience Design

EDUCATION

Master in Mass Communication
Guru Jambheshwar University, India

Executive Program - General Management
IIM Indore, India

Executive Program - Data-driven Product Management
IIM Lucknow, India

Bachelor in Commerce (Honours)
Delhi University, India

CERTIFICATION

Business of Artificial Intelligence (AI)
London Business School

Sustainable Business Strategy
Harvard Business School

Digital Transformation: From AI and IoT to Cloud, Blockchain and Cybersecurity
Massachusetts Institute of Technology (MIT)

Executive Development Program in Leadership & Change Management
XLRI, India

APPRECIATION

Award for **Customer Centricity** - Etisalat Business Mobile App

Award for **Collaboration** - SMB VSaaS Project

Award for **Agility** - Virtual Prepaid Project

Award for **Collaboration** - Project Felix

Award for **Collaboration** - Managed Services Portal