

# Amit Singh

## Staff Content Designer

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- 🏠 Bangalore, India

## HONORS

- Button 2026 speaker
- Intuit India SuperStar
- Shift-Nudge certified

## SKILLS

- Full-stack design
- Content design for agents, skills, and tools
- LLM training
- Prompt engineering
- GenAI Cookbooks
- Routers, skills, tools
- Content systems
- Content testing
- IA, content style guides
- Voice & tone
- A/B and MAB testing
- Research
- Behavioral design
- Localisation and growth

## TOOLS

- Figma, Lovable, VO
- Writer, Builder, YAML
- Claude, Cursor, ChatGPT

## DESIGN PROCESS

- Double Diamond
- Human-Centered Design

## SUMMARY

Staff Content Designer with 14+ years of experience specializing in "full-stack" design. Expert in content design for agents (AI), GenAI frameworks, training LLMs, and leading high-stakes product transformations. Recognized for delivering \$30M+ in direct business revenue across global fintech and ridesharing platforms.

## EXPERIENCE

### Staff Content Designer at Intuit

Nov 2023 - Current

- Intuit India SuperStar Award winner FY25 Q3 for outsized strategic impact
- Full-stack designer (content + design + research) for 2+ top priorities
- \$13.2M: Led W-2 monetisation experience end-to-end: Exceeded 388% of \$3.4M forecast with 72% adoption and saved \$1.2M vendor cost
- Full-stack design for tax corrections and amendments (potential \$12M+)
- Built AI content strategy and cookbook for agents and skills
- Drove 200%+ onboarding improvement (16% → 35%) using tax agent
- Designed agentic AI 'desktop-to-online migration for ~1M customers
- Content strategy for global payroll taxes impounding launch (~\$40M scope);
- Designed Payroll Tax Help feature (~\$4M)
- Applied behavioral science (loss aversion, sunk cost) for user-first design
- Led research and presented business case for payroll tax redesign to VP
- Designed GenAI frameworks for democratising content design: LLM and Writer trainings adopted by 70+ designers, engineers, and PMs
- Speaker at internal content design conference 'Lorem Ipsum 2024'
- Content design office hours for 4+ India teams and mentored 3+ designers
- Integral member of mission team defining the future of content design at Intuit

### Lead Content Designer at Expedia

Jan 2022 - Sep 2023

- Content lead for flights, cars, hotels, packages, and cruise insurances
- Increased gross profit by \$8.5+ million using Machine Learning (ML), social proof, and other test and learn experiments
- Created the post-purchase framework 'TripCare' for insurance
- Created the framework for legal content review with AIG and Generali
- Design lead for the native app experience of flagship, 'Price Drop Protection'
- Presented at internal content design conference, 'ZipperSnaps'
- Co-created a 'Content Design Toolkit' for all content designers
- Mentored 4 content designers in the team
- Supported 70+ strong content design team with hiring, scaling, and mentoring

### Senior Content Designer at PayPal

Jun 2019 - Jan 2022

## FOREWORD

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"Equal parts sense-maker, logician, empath, and craftsperson, Amit elevated content design in Expedia's insurance/assurance products"

Aaron Burgess, Head of Content at Expedia

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"I've always loved the phrase "if you want something done, ask a busy person." This statement rings true for Amit.

He was the solo content lead on one of our busiest, fastest-paced teams at PayPal, and he managed his workload like a pro. If you're looking for a creative, skilled writer who will be a great partner and collaborator to their teams, you'll find this in Amit. I strongly recommend him."

Michelle Savage, UX Content Leadership at PayPal

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## EDUCATION

### MBA (Operations)

Pune University, India

### Computer Engineering

G.H. Raisoni College of Engineering, Nagpur, India

- Lead Content Designer for Activity (~25 million monthly active users)
- Lead Content Designer for Settings/Profile (~ 36 million unique users)
- Redesigned Activity and Profile for 250+ million active users
- Customer Identification Program: Optimised user identity verification
- Increased ~4x incremental app downloads using content-first design
- Saved ~\$3 million in VoCs by redesigning the name change experience
- Tax hub: Designed the new statements and taxes hub framework
- Designed CFPB-compliant account upgrade experience of PayPal
- Reduced fraud worth \$0.44 million after receipt of goods using design
- Crypto activity: Designing the post purchase, sale, and dispute experiences
- Panelist at Button 2021: Represented PayPal's Content Community of Practice

## Head of Product Content (UX Writer) at Ola Cabs

Sep 2016 - Jun 2019

- Head of product content: Mentored and led a team of 3 UX writers
- Content lead for 22+ ride categories and all in-app content
- Ola Play: Building the content strategy for world's 1st connected car platform
- Ola Select: End-to-end content design for India's first ride subscription
- User accessibility: Spearheading accessibility audits and improvements
- Ola Money Postpaid: Lead for Ola's Pay Later experience
- Payments: Lead content designer for in-trip payment flows, UPI, auth, etc.
- Ola Outstation: Content design for increasing adoption of 'Outstation' category
- Merchandising: Defined the positioning for all ride categories in the app
- Localisation: Localised the progressive web app (PWA) in Hindi

## Content Writer at Toradex Systems

Oct 2014 - Aug 2016

- Delivered high-quality content for website, socials, and press releases
- Corporate communication: In-house writer and editor for all outward comms
- Technical writing: Manuals, compliance documents and user guides

## Senior Content Writer at IKF

Oct 2013 - Jun 2014

- Led the content team of 3 writers
- Website content, copywriting, SEO, and social media optimisation

## Assistant Editor at Media Sphere Communications

Feb 2012 - Sep 2013

- Digital marketing manager for Epson India socials (Facebook and Twitter)
  - Manchester United posts, campaigns, promotions, product launches, etc.
- Social media optimisation for Epson India, Ad Club Bombay and Fotoflock
- Site editor for Gillette's Return To Sports
- Site editor for Fotoflock (India's first online community for photography)
- Site editor for www.adclubbombay.com
- Featured writer on advertisement, marketing, lifestyle, technology, relationship, etc. for Femina, HUL's Bebeautiful, SOTC, etc.