

Amritansh Pandey



Senior Specialist | UX Design @  mastercard.

Design Leadership | AI-assisted prototyping | Product Analytics | Design Systems
Fintech UX | React / Next.js | Front-end | Mentoring

ABOUT ME

Product designer with 7+ years leading design across fintech, enterprise, and 0→1 products. At Mastercard, I set design direction for agentic commerce, own the design systems and demo platform multiple teams build on, and led a 2-designer team through a major design system rebuild.

I've mentored designers now at Microsoft, Zomato, and Aleph Alpha, and advise two early-stage startups on product and design strategy. I prototype in code (React.js & Next.js) when it's the fastest way to make a decision real, I lead by building the standard, not just enforcing it.

EXPERIENCE

Mastercard

Specialist | UX Design  Senior Specialist | UX Design

MAY 2022 – PRESENT | GURUGRAM, INDIA

- Set design direction for agentic commerce and enterprise fintech — from problem framing to prototypes Mastercard's CPO and CDO present at industry events.
- Own the design systems and internal demo platform that multiple teams build on, defining the components, governance, and quality bar.
- Led a 2-designer team through the PartnerBank V2 design system build; mentor designers across adjacent initiatives.
- Designed RFP experiences with global banks that contributed to securing high-value deals.
- Prototype in Figma, React, and Flutter; use AI tooling to move faster without dropping craft.

Mamaearth / Honasa Consumer

UI/UX Designer

APR 2021 – MAY 2022 · 1 YR 2 M | GURUGRAM, INDIA

- Founding product-team member; established the design process and reusable patterns that scaled design across a fast-growing D2C business.
- Shipped web and app experiences across discovery, PDP, and checkout, serving millions of users.
- Awarded Employee of the Month.

Lythouse (Formerly Dror Labs)

Product Manager & Designer

APR 2020 – APR 2021 · 1 YR 1 M | GURUGRAM, INDIA

- Sole design owner across two products in under a year — a 0→1 consumer launch and a COVID-forced B2B pivot — setting product and design direction end to end.
- Stood up product and engineering structure from scratch; defined the roadmap and success metrics (Amplitude).
- Designed and partly coded (React) the B2B compliance dashboard to keep a lean team shipping.
- Helped secure the company's seed funding.



CONTACT

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CORE STRENGTHS

 UX Strategy

 Product Design

 Fintech UX

 Design System

 Prototyping

 UX Research

 Information Architecture

 Interaction Design

 AI Vibe Coding

 React/Next.js

 Analytics

 Design Ops

EDUCATION

 **IMT, Ghaziabad**

Post Graduate Diploma in Management (PGDM), Marketing

2021 – 2023

 **Amity University**

Bachelor of Computer Application (BCA)

2017 – 2020