

Pratik Shah

UX Leader | Design Mentor | Educator

Turning Complexity into Clarity with Strategic Design.

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Walmart / Senior Manager, Design

Nov 2018 - Present

Leading design for Walmart's **Sourcing organization**, driving **AI-powered innovations** and **data-driven decision-making** to optimize procurement for over 400,000 SKUs across 22 countries.

- Owned the **strategy and design** for Sourcing Insights Platform, empowering sourcing teams to proactively **forecast risks**, ensure **supply continuity**, optimize price/quality, and **mitigate disruptions**, resulting in **\$300M in cost savings** and avoidance.
- Led the design team, creating seamless tools to **identify, onboard, and develop suppliers**. This directly supports Walmart's initiative to increase exports from India (from \$3B to \$10B by 2027) and aligns with its global sourcing vision.
- Built the Sourcing UX team from the ground up, **mentoring and coaching** designers to achieve leadership roles, resulting in multiple promotions, awards, and stakeholder recognition.
- Championed the adoption of **Design Sprints** and **Design Thinking workshops** across the organization, fostering collaboration and driving innovation while ensuring alignment with stakeholders.
- Led organization-wide **accessibility** initiatives, including assistive technology workshops, awareness programs, and training initiatives, earning recognition and the "**Best Pillar Engagement**" award for promoting inclusivity at Walmart scale.

Key Projects / as Individual Contributor

- Designed **cost/material volume analysis** tool enabling data-driven negotiations, advancing Walmart's **EDLP** strategy via **EDLC** sourcing.
- AI-Powered Produce Quality Assessment Tool**: Led design of AI tool cutting manual inspection time, ensuring produce quality consistency.
- Data Pipeline**: Created visual data management tool slashing data movement time by **75%** (8→2 days) across Walmart's ecosystem.



axio / Senior UX Designer

Jan 2016 - Nov 2018

Designed **fintech solutions** for India's leading consumer credit platform, simplifying BNPL, credit scoring, and financial inclusion

- Led the **UX vision** and **product feature roadmap** for core lending functions, including loan lookups, financial credit checks, loan approvals, and investor portfolio management tools.
- Designed intuitive and engaging **D2C mobile apps** for the "Borrow" and "Invest" verticals, applying best practices in **interaction design** and **information architecture**. This served as an additional channel for customer acquisition.
- Developed and implemented a **comprehensive UX process** and **design library**, streamlining workflows and increasing design efficiency within a fast-paced agile environment.



Career Highlights

With **13+ years** of experience in UX, I've worked across industries like, FinTech, Entertainment Metadata, Audio Research and Retail - shaping experiences from startups to Walmart's global ecosystem.

I love building and mentoring design teams, using user insights to drive innovation, and turning complex challenges into simple, intuitive experiences.

My focus is on making design a business driver through collaboration, data-informed decisions, and a user-first mindset.

Areas of Interest

- Hyper-Personalization**: Crafting intuitive, data-driven experiences that adapt in real-time - think Netflix-style recommendations for **Enterprise UX**.
- Human-AI Collaboration**: Championing "co-creative" workflows where AI optimizes data-heavy tasks (e.g., A/B testing), allowing designers to focus on innovation.
- Ethical AI & Privacy**: Passionate about ethical design practices, *exploring GDPR-compliant strategies on Coursera*.
- Design Thinking & Mentorship**: *Stanford-certified practitioner, mentoring designers and leading "Train the Trainer" programs to scale innovation.*



Gracenote / UI Designer

Dec 2014 - Dec 2015

Built intuitive **media experiences** for the world's leading provider of entertainment metadata, powering music, video, and sports **analytics**.

- Created **wireframes, user interactions, and UI designs** for the company's leading clients, ensuring seamless cross-platform experiences.
- Played a key role in the company's **rebranding initiative**, contributing to a refreshed visual identity and enhancing user perception.



SensiBol / UX Engineer

July 2012 - Dec 2014

Pioneered UX for AI-driven **audio processing solutions**, enabling music analysis, voice recognition, and interactive sound applications.

- Contributed to the design and development of innovative products, exploring and showcasing the diverse applications of their proprietary **music metadata extraction** technology.
- Designed and developed "Gaona Karaoke," a multi-platform application, demonstrating **full-stack design and development** capabilities.
- Created compelling **demo videos, marketing materials, and illustrations** for various applications, effectively communicating product value and expanding market reach.

Achievements



Best Engagement Pillar Award / Walmart

Jan 2025

Recognized for leading the org-wide accessibility workshop "**See It Yourself**", which empowered employees to experience accessibility challenges firsthand, fostering greater inclusivity.



Representative / NASSCOM Global Inclusion Summit

Aug 2024

Represented Walmart **wCare** at the summit, sharing insights on **accessibility** and **inclusion** in the workplace.



Wall of Fame / Walmart

Jan 2023

Awarded for designing an impactful Cost and Volume Breakdown Data Visualization, improving data clarity and decision-making for stakeholders.



Earned Plugin of the Month / Sketch

July 2017

Developed a **Sketch plugin** that enhanced designers' workflow by enabling better grid utilization, earning recognition from the design community.

Education & Certificates

Masters Programme in Leadership Essentials

from Indian School of Business

Feb 2024

(CPACC) Certified Professional in Accessibility Core Competency

from International Association of Accessibility Professionals (IAAP)

May 2023

Design Thinking: From Insights to Viability

from Stanford University

July 2022

B.E. Information Technology

from Gujarat Technological University (India)

2008 - 2012

Let's Connect!



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