

Amith CM

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Senior Product Designer with 4+ years as the first and only designer at Vitra.ai, an AI localization startup. Designed through its pivot from a creator video tool serving 250K+ users to an agentic platform for enterprise LSPs. Built the design system from scratch, led the platform that merged 4 products under one agent, and builds working prototypes in Claude Code alongside Figma.

WORK EXPERIENCE

Senior Product Designer

April 2025 - June 2026

Vitra.ai - B2B AI-powered content translation and localization platform

Bangalore, India

- Led design for Vitra's agentic localization platform, combining 4 standalone products (video, image, website translation, personalization) into modules a single agent works across, used by enterprise LSPs.
- Redesigned the glossary system, moving from separate per-module glossaries (my original design) to one shared glossary every module reads from and agents can call. Users now add a term once instead of updating each module by hand.
- Built 15+ proofs of concept, 3 as working prototypes in Claude Code. The Personalization prototype was used in customer demos; its template-creation workflow and editor were reworked to fit the agentic platform and shipped.
- Mentored 3 design interns and converted one to a full-time designer, who stayed on the team for 1+ year.
- Acted as de facto PM with no dedicated product manager, writing 20+ major PRDs and making product decisions with the co-founders.

Product Designer

April 2022 - April 2025

Vitra.ai - B2B AI-powered content translation and localization platform

Bangalore, India

- Joined as the first and only product designer when the platform served 250K+ creators and brands like Target, HDFC and Mahindra; stayed through the pivot to enterprise LSPs.
- Created Vitra's design system from scratch: 36 components shared across 4 products, later extended for the agentic platform.
- Redesigned the video translation editor as the sole designer in 2 months with the CEO, COO and 3 engineers, reorganizing 8 competing toolbar actions into 4 tiers by frequency of use and adding a persistent languages panel.
- Reframed the editor around a clear mental model, linking transcript, translation and video playback so users could see what the AI had changed and what to do next. In testing with enterprise localization managers, a core editing task dropped from ~15 to ~5 minutes.
- Designed the video, image and website translation products end to end, working directly with the co-founders and 15+ engineers.

HOW I USE AI IN MY WORK PROCESS

- Built 3 working prototypes in Claude Code; the Personalization prototype was demoed to customers, and parts of it shipped in the product.
- Use Claude Code and Claude Design to test flows and interactions before engineering handoff, alongside Figma.
- Use AI to synthesize research and competitor findings when writing PRDs, then check the output against what users actually said.

SKILLS

Product & Strategy: Product Strategy, Enterprise UX, Information Architecture, Agentic & AI Product UX, PRDs, Stakeholder Management

Research: User Research, User Interviews, Usability Testing, Competitive Analysis

Design & Execution: Design Systems, Interaction Design, Wireframing, Prototyping, Visual Design

Tools: Figma, Claude Code, Claude Design, Cursor, Illustrator, Photoshop, Miro, Notion

EDUCATION

Bachelor of Visual Communication

April 2021

Amrita School of Arts & Sciences, Mysore