

ABHINAV KISHORE

Associate Director of Design @ Careem (Uber), ex-Salesforce, talabat, Meesho

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13+

YEARS LEADING DESIGN

€100M+

INCREMENTAL GMV DRIVEN

\$3B+

REVENUE SUPPORTED

14

LARGEST TEAM LED

01 PROFESSIONAL SUMMARY

Design leader with 13+ years scaling high-impact UX and product design organizations, and an early, hands-on adopter of AI across design, research, and strategy.

Track record of turning 0→1 ambiguity into shipped, business-aligned design. Increasingly AI-native in execution, using Figma MCP, Claude, and proprietary tooling to move from concept to shipped design at high velocity while maintaining high quality, and building teams and systems that scale beyond a single product.

02 CORE EXPERTISE

AI-Augmented Design & Research: Figma MCP + Claude-assisted design execution, AI-driven research synthesis, proprietary AI tooling (Fabric) across design, research, and strategy

Design & Org Leadership: Team building & scaling, mentorship, performance management, executive stakeholder management

Product Strategy & Growth: 0→1 product design, JTBD, Lean Canvas, growth & monetization design, design-led experimentation

Systems & Execution: Enterprise design systems (Aurora/App Engine, SLDS), design sprints, systems thinking, SAFe

Research & Analytics: Contextual inquiry, A/B testing, Mixpanel, Eppo, Tableau, Amplitude

Tools: Figma, Claude, Lovable, Gemini, ChatGPT, Sketch, Adobe CC, HTML/CSS/JS

03 PROFESSIONAL EXPERIENCE

Associate Director of Design | Careem (Uber)

Feb 2026 – Present

Dubai, UAE | Design leadership across Rides, Food, and Bikes verticals

- ▶ Lead a team of 4–6 designers within Careem's ecosystem, owning design strategy end-to-end across the group.
- ▶ Pioneering AI-augmented workflows across design, research, and strategy, using Figma MCP, Claude, and Careem's proprietary Fabric tool to cut design-to-prototype time by 80% and raise team output without adding headcount.
- ▶ Led “Careem for Web,” a ground-up revamp of careem.com into a transactional, marketing-enabled super-app platform spanning Rides, Food, and Quick Commerce, delivered in 6 weeks using Claude and Fabric to accelerate concept-to-execution.
- ▶ Designed and shipped “Group Ride” in Bikes, plus Multi-stop, Business Rides, Abu Dhabi Taxi, and Yacht booking.

Senior Design Manager | talabat (Delivery Hero Group)

May 2024 – Jan 2026

Dubai, UAE | Growth design charter: pro, incentives, performance ads, user activation

- ▶ Owned the Growth design charter end-to-end, generating €50M+ in incremental annual GMV.
- ▶ Scaled the “pro” subscription program from 300K to 1M active subscribers in under a year via one-click subscribe and savings clawback.
- ▶ Launched “dealzone,” a 0→1 initiative for value-seeking users, driving incremental GMV (0.5%) and targeted deal revenue (1%).
- ▶ Launched “Vision Sprints,” cross-functional workshops that shaped roadmap and strategy for incentives and pro.

Senior Design Manager | Meesho

Jan 2022 – May 2024

Design leadership across Fulfilment, Monetisation, and Superstore orgs | 13 ICs + 1 design manager

- ▶ Grew and led the team across fresh-graduate through senior levels, spanning product and content design.

- ▶ Improved Delivery and Returns NPS by 15 and 11 points respectively; cut delivery cost 11% and raised CES to 3.3.
- ▶ Led design execution for sale events resulting in 3.34M orders in 5 days (68% YoY growth).
- ▶ Drove 2.6x ad revenue growth in under 12 months via a UX revamp of the ads platform (1.5% to 4% of NMV).
- ▶ Drove product-market fit for Superstore (0→2 product), expanding to 3 cities with strong AOV (500+ INR).

Lead UX Designer, Industries Cloud | Salesforce

June 2018 – Jan 2022

UX leadership across Express Suite, Loyalty Cloud, Health Cloud, and Analytics | \$1B+ supported annual revenue

- ▶ Took Loyalty Cloud to GA release using AI/ML-driven concepts from user research and vision sprints, becoming the product's core market differentiator.
- ▶ Led a team of 4 designers to deliver 4 clouds (comms, media, energy, insurance) in the first release following Salesforce's acquisition of Vlocity.
- ▶ Created the SPEX framework (Salesforce Product Excellence Review) to ensure scalable, exceptional product quality.

Senior UX Designer | JDA Software (Blue Yonder)

May 2013 – June 2018

- ▶ Led end-to-end UX for Retail.me, JDA's flagship omni-channel retail planning solution, translating complex planning workflows into intuitive experiences.

Early Career

- ▶ Design Research Intern, Hanyang University, Seoul (2012).
- ▶ UX Intern, Juniper Networks, Bengaluru (2011).

04 EDUCATION

Bachelor of Design | IIT Guwahati | Class of 2013 | GPA: 8.52/10

05 RECOGNITION & ACHIEVEMENTS

- ▶ Singapore Good Design Mark (SG Mark), 2022: awarded for Business Rules Engine design at Salesforce.
- ▶ 4 patents filed: recognized innovations in enterprise and consumer product design.
- ▶ Highest Manager eNPS: Meesho (MRX, 3x), talabat (Peakon).
- ▶ Salesforce TMP All-Star; 3x Team Pillar Award, JDA Software.
- ▶ SLDS Ambassador (30-designer industries design team); speaker, UX India Design Leaders Roundtable.