

Aman Sinha —

Senior Product Designer at Upwork,
5+ years crafting scalable products and
human-AI interactions

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Experience —

Upwork — Senior Product Designer, Native-AI Marketplace

APR 2024 - PRESENT, FULL-TIME, PALO ALTO / REMOTE

Lead designer for **Upwork Video Meetings**, an AI-native, in-house Zoom replacement powered by Uma (Upwork's Mindful AI) - surfacing cross-platform context through live agendas, instant interviews, and post-call AI recaps with summaries, action items, and transcripts.

Founding designer on **Upwork's Native-AI team**, establishing the now platform-wide interaction patterns - context-aware AI surfacing, intent-driven filtering, and LLM-generated summaries; designed for one of the year's **top launches resulting in \$42.9M in new freelancer earnings**.

Lead designer for **Upwork Messaging**, the coordination layer behind every hire (~341K invites / ~100K conversations weekly); Recent QTs drove **\$41.9M annualized earnings, +1.6% client spend, and -3.5% time-to-hire**.

Drove Upwork's iOS/Android apps transition to Flutter, building scalable mobile DS and component libraries used by product teams serving 18M+ users.

Perplexity — AI Business Fellow ↗

MAR - OCT 2025, FELLOWSHIP, REMOTE

Applied prompt engineering and AI analytics to iterate high-fidelity prototypes, reducing design sprint cycles by improving cross-functional alignment with PMs and engineers at Upwork.

Handyland — Lead Designer, Consulting

AUG 2020 - AUG 2022, FULL-TIME, NEW DELHI

Led a design team of 6, delivering B2B and B2C products for 12+ global clients across EdTech, FinTech, and Healthcare.

Drove end-to-end product design for two education mobile apps (Learnflix, Mylestone) for India's largest education publishers, achieving 100k+ downloads and a 4½ star rating.

Led web design and data visualization for high-growth tech startups, including Y-Combinator-backed SmartHelio.

Education —

Carnegie Mellon University

MS PRODUCT & SERVICE

INNOVATION, GPA 4.0

HCI, Service Design, User Research, Product Strategy, Negotiations, Data Viz.

School of Planning and Architecture

B.ARCH, GPA 4.0

Director's Medal of Excellence, Gold Medal

Skills —

0 to 1 Product Design,
Human-AI interaction,
Conversational UX,
Information Architecture,
Design Systems & Scalable UI
Tools: Figma, FigJam, v0,
Statsig, Slack, Notion, GSuite,
Claude Code, Claude Design

Honors —

Winner, Philips Service Design Challenge ↗
Winner, CMU McGinnis Venture Competition ↗
Winner, CMU Hack-a-startup
Winner, National Award for Undergrad Design Thesis
Winner, The Berkeley Prize ↗