

Akash Soti

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SUMMARY

Design leader with 15 years of experience across AI, Voice, Touch, and Video modalities, spanning fintech, payments, and e-commerce in B2C, B2B, and B2B2C domains. Currently Director of Design at Pine Labs, leading design for payments and fintech infrastructure. I have collaborated with stakeholders across Australia, China, India, the UK, and the US, delivering work that has made a positive impact on the lives of billions of people around the world.

EXPERIENCE - 15 YEARS

Pine Labs (incl. Setu, a Pine Labs company), Bangalore, IN

1 year 5 months

Director, Design – Payments & Setu

Apr 2026 - Present

Promoted to Director at Pine Labs, concurrently holding the Director role at Setu, leading design across payments and fintech infrastructure verticals.

- Leading design for the Instore payments vertical: POS, kiosks, payment devices, and the Online vertical, covering the payment gateway and merchant dashboards.
- Led the on-ground POS benchmarking study across 13+ merchants, from super-enterprise (20,000+ stores) to mid-market, against Paytm, PhonePe, and Razorpay; surfaced 31 prioritized product and process gaps that were adopted into the improvement roadmap and fixed, spanning payment experience, settlement, reconciliation, and device reliability.
- Spearheading Omni, the merger of online and offline merchant dashboards into a single unified experience.
- Leading design for QFix, Pine Labs' integrated payments and billing platform serving 5,000+ merchants across education, government, and community sectors.
- Managing and mentoring a team of 7 designers across payments verticals.

Associate Director, Design – Payments & Setu

Dec 2025 - Apr 2026

Promoted to Director at Pine Labs, concurrently holding the Director role at Setu, leading design across payments and fintech infrastructure verticals.

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- Spearheading Omni, the merger of online and offline merchant dashboards into a single unified experience.
- Leading design for QFix, Pine Labs' integrated payments and billing platform serving 5,000+ merchants across education, government, and community sectors.
- Managing and mentoring a team of 7 designers across payments verticals.

Associate Director, Design – Setu

Apr 2025 - Dec 2025

- Led a team of 5 designers across Account Aggregator, Identity Verification services (eSign, KYC), and Bridge, Setu's merchant portal.
- Drove Setu's AI initiative: developed the AI vertical, led the AI Champions team, and ran the company-wide AI hackathon — winning ideas were adopted into the AI product roadmap.
- Revamped Setu's brand identity.
- Part of the leadership team that scaled Setu's revenue from ₹6 Cr to ₹100 Cr, with design driving adoption across Account Aggregator, IVS, and Bridge.

Amazon, Bangalore, IN

7 years

Sr. UX Designer, Seller Experiences

Feb 2024 - March 2025

Leading seller design for Listings, Growth, and Mobile verticals in India and Emerging Markets.

- Led the design for a new business vertical in India, Bazaar, catering to the needs of millions of emerging customers.
- Led the Sales Event Planning program, which helps WW sellers plan sales events more effectively, resulting in an incremental OPS increase of \$78M for Emerging Markets, \$283M for EU/JP, and \$353M for the US.
- Designed a Gen AI-powered image recommendation platform for sellers, enabling them to upload lifestyle images, correct image defects, and generate Amazon-compliant images effortlessly.
- Designed a 3P delivery app from scratch for sellers using third-party delivery services to fulfill Amazon orders, leading to the onboarding of 1M new sellers across MENA, LATAM, EU, and the US.

Sr. UX Designer, Reach

Jan 2022 - Feb 2024

- Designed Alexa's conversational experience for the shopping app in collaboration with teams in the US and UK.
- Improved various existing Alexa experiences on the IN Amazon shopping app, resulting in millions of dollars worth of impact.
- Facilitated Design Thinking sessions in New York with Alexa Grocery stakeholders to formulate three-year product roadmap.
- Conducted Design Thinking sessions with LLM teams based in Australia to formulate North Star vision for shopping use cases.

Sr. UX Designer, Global Mile, US (Remote)

Jan 2021 – Dec 2021

- Developed and executed design strategy and vision for Tracking and Compliance experiences.
- Facilitated Design Thinking sessions with teams spread across, US, China, India to formulate 3 year roadmap.
- Collaborated with a diverse range of stakeholders, including design and cross-functional teams, located in various international locations such as the US, UK, China, Germany, and Japan.
- Mentored a team of four designers.

Sr. UX Designer, Amazon Business, IN

July 2020 – Jan 2021

- Designed Feet on Street app from scratch to help sales executives manage beat plans, track real-time sales, report collections, and serve retailers. The FOS app led to:
 - 20% increase in orders
 - Credit depth increased from 25% to 58%
 - On-time payment collection improved from 55% to 80%
- Designed the Partner Central Platform from scratch for partners to monitor and grow their business, including solutions for Access Control, Beat Plan Management Systems, and Invoicing solutions.
- Designed operational tools to boost productivity for the Last Mile delivery team.

UX Designer, Amazon Business, IN

Nov 2018 - Jun 2020

Led the design of the end-to-end user experience for Amazon Distribution and B2B Marketplace Business in India.

UX Designer, Amazon Pay

Feb 2018 - Oct 2018

- Boosted the adoption of electronic payment methods and designed user experiences that align with government regulations while enhancing the user experience of the Amazon Pay ecosystem.
- Successfully designed and launched industry - first Remote KYC solution resulting in significant operational improvements:
 - Reduced total time of completion for KYC by 80%
 - Reduced cost for Amazon by 90%
 - 4.1 MM users used remote KYC to upload their official documents

Ola Cabs, Bangalore, IN

2 years 7 months

Product Designer, New Initiatives

Jul 2015 - Feb 2018

- Designed and executed comprehensive end-user experiences for Ola Shuttle, Ola Rentals, Ola Outstation, and Ola Share Express from the ground up, contributing 40% of the total revenue.
- Designed and prototyped critical micro-interactions for Ola Cabs' core products, specifically in the rider waiting experience for assigned cab, increasing 30% business for Ola.
- Mentored a team of two designers.

Punchh.com, Jaipur, IN

2 years

Product Designer, New Initiatives

Jul 2013 - Jun 2015

- Played a pivotal role in developing end-to-end user experiences and establishing a robust design system as the pioneering designer at Punchh.
- Designed and hand-coded Punchh.com into a fully responsive website.
- Designed over 10 white-labeled mobile apps for both Android and iOS platforms.
- Successfully built the initial design team of four people from the ground up.

Rising Sun Tech (Punchh.com subsidiary), Jaipur, IN

1 year

Ruby on Rails Full-Stack Engineer

Jul 2012 - Jun 2013

- Revamped a Non-Banking Financial Company and created lending solutions.
- Created school administration framework with CRUD functionality.

EDUCATION

Suresh Gyan Vihar University, Jaipur, Rajasthan, India

4 Years

Bachelor of Technology (B.Tech), Engineering - Information Technology

Sep 2008 - Jun 2012