

# AMIT DANGWAL

## Design & Product Leader — AI Products, Platforms & Productivity

Building AI-native design organizations · Microsoft Windows · Microsoft AI · Bing & Edge · Office

amitdangwal@gmail.com | +91 99088 50007 | [LinkedIn](#) | [amitdangwal.com](#) | Hyderabad, India

### EXECUTIVE SUMMARY

Design and product leader who shapes product strategy, not just its design — building products at platform scale and turning design organizations into AI-native ones. Sits on the Windows product leadership team at Microsoft's India Development Center as a peer to the leaders of its three Windows product orgs, co-owning product decisions alongside design. Led design for Windows, Microsoft AI across Bing and Edge, and Microsoft Office on Android — experiences reaching hundreds of millions to over a billion devices, delivered by deliberately lean teams.

- **AI products:** Design leadership for Microsoft AI solutions, voice as a platform capability, and agentic experiences on Windows.
- **AI-native design org:** Took the Windows design studio to a frontier way of working — design handoffs ship as code, designers build and share their own AI tools, and AI is part of every designer's day-to-day.
- **0→1 and scale:** Built Bing Shopping (3.5M DAU) and Microsoft Travel (2M DAU) from scratch; launched Word, Excel and PowerPoint on Android, reaching about 1B devices.
- **Org leadership:** Builds lean, high-leverage teams with outsized reach — from a core team of 4-5 taking Office on Android to about 1B devices, to multidisciplinary orgs of up to 45 across design, research and front-end engineering. Member of Microsoft's India Design Leadership Team, driving design management and studio leadership growth.
- **Inventor:** Five patents filed or granted in AI-assisted search, browsing and productivity.

### EXPERIENCE

#### Director of Design, Windows Experiences

2024 – Present

Microsoft · India Development Center, Hyderabad

Lead the Windows Experiences design studio: 25 designers and researchers working with US product and engineering leadership. Member of the IDC Windows product leadership team, peer to the product leaders of its three Windows orgs, driving product decisions together with design.

- **Doubled dark-mode coverage across Windows** from 40% to 80% of key dialogs and File Explorer scenarios under the Windows craft and quality program; on track for 100% across thousands of system dialogs this year. Widely covered in tech press.
- **Turned design handoff into code.** Introduced an AI-assisted workflow in which designers ship production-ready XAML and front-end code instead of static specs, halving design-dev back-and-forth and taking dev-introduced UI defects to zero. Rolled out across Windows Core client and the Microsoft Account web experience.
- **Built a frontier, AI-native studio.** Designers use AI daily, create and share their own AI tools, and prototype in code — raising the studio's speed and output.
- **Established voice as a platform capability,** first enabling voice across Microsoft AI solutions, then leading design strategy to make voice a first-class input on the Windows platform.
- **Shaped design leadership across Microsoft India** as a member of the India Design Leadership Team, driving design management practice and studio leadership growth.

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Led a 45-person multidisciplinary org spanning product design, research and front-end engineering across Bing, Edge and Microsoft Search & AI.

- **Built two 0→1 products as design head:** Bing Shopping (about 3.5M DAU) and Microsoft Travel (about 2M DAU), from concept to scale.
- **Set the direction for native ads in search.** Created the integrated ads experience model for Shopping, which the core Bing Ads team adopted and took forward.
- **Drove Edge growth through onboarding.** Redesigned the Edge update first-run experience and introduced theming within it, bringing about 10M users to try theming.
- **Built a design engineering function.** Stood up a 7-person front-end team inside design that shipped production UI for every area the org owned, halving design-dev iteration and driving UI defects to near-zero — the model later scaled with AI on Windows.
- **Four patents from this work:** interactive search exploration (design patent US 12393639), embedded translate, summarize and auto-read in the browser (US 12579385), suggested-query results in separate browser tabs, and a browser decision task assistant.

### Office Design — Earlier at Microsoft

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- **Designed and launched Word, Excel and PowerPoint for Android,** Microsoft's first move of its flagship apps onto a mobile platform outside Windows. Grew to about 1 billion devices within three years; the foundation still underpins the apps today. Delivered by a core team of 4–5 designers and researchers, within a 10-person Office design team led across SharePoint, Office Live and Office Mobile. Filed a patent for pinning cloud documents to the mobile home screen.
- **Defined productivity for mobile-only users.** Incubated Office and Bing experiences for India and emerging markets, where the phone is the first and often only computer. Established the "mobile-only vs mobile-first" distinction that shaped how teams designed for these markets.
- Began at Microsoft on Office Online.

## EARLIER CAREER

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**User Experience Lead, MindTree Consulting** — UX design for travel and business applications.

**Product Designer, Tata Elxsi** — Consumer and FMCG product design; surface modeling for the General Motors R&D India Studio.

## EDUCATION

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**M.Des, Industrial Design** — Indian Institute of Technology (IIT) Bombay

**B.Arch, Architecture** — School of Planning and Architecture, Delhi