

# KUNAL BHATT

PUBLICIS SAPIENT | LEADING THE OMANTEL UX VERTICAL

## I make complex products feel inevitable.

A design leader who turns ideas into things people actually use. 13+ years across global brands - shaping product strategy, scalable design systems, and high-fidelity craft, now fusing UX with AI-augmented workflows to move from concept to production faster.

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+91 96542 07265 | GURUGRAM, INDIA



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PROVISIONAL  
DESIGN PATENTS



13+

YEARS OF  
EXPERIENCE



100+

BRANDS  
SHAPED



3000+

SCREENS  
SHIPPED

### 01 EXPERIENCE



#### Publicis Sapient

Senior Art Director

APR 2025 - PRESENT

GURUGRAM (NCR), INDIA

Lead the UX vertical for Omantel and serve as reporting manager for art directors across other accounts - mentoring on craft, design quality and career growth.



#### Omantel - Customer Experience Platform

TELECOM | CURRENT

National telecom operator of Oman.

- Redesigned the Explore page and led Phase 2 personalization across six audience segments with seasonal override states.
- Benchmarked bill-payment journeys against regional super apps; navigation recommendations were adopted into the roadmap.
- Built a single-source design-to-code reference system to accelerate production-ready screen delivery.



#### Carnival Cruise Line - Guest Companion App

TRAVEL | HOSPITALITY

Flagship brand of Carnival Corporation, the world's largest cruise company.

- Designed the end-to-end guest companion experience across pre-cruise planning, at-sea utility and onboard wayfinding.
- Crafted flows for itinerary, dining, shore-excursion booking and digital check-in.
- Designed resilient experiences for a global guest base and limited connectivity at sea.



#### Americana

Product Design Lead



JUL 2020 - MAR 2025

MENA & INDIA

- Led product design for KFC, Pizza Hut and Hardee's super apps, kiosks and progressive web apps across MENA.
- Managed and mentored a cross-functional design team; partnered with product and engineering to ship at scale.

- Drove user research and analytics-informed iteration, lifting engagement and overall experience quality.
- Recognised with 2 company awards for consistently delivering design that exceeded expectations.

# KUNAL BHATT

SENIOR ART DIRECTOR | UX & PRODUCT DESIGN LEAD

EXPERIENCE | CAPABILITIES | RECOGNITION

## 02 EXPERIENCE CONTINUED



### Unyscape

Associate Creative Director

OCT 2015 - MAR 2020

INDIA

Oversaw the creative department and a portfolio of leading brands - Hardee's, Wimpy, Kia, Unilever and Nikon - leading design teams, client strategy and brand-building work.



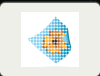
### Marcopolo Ventures

Account Design Director

SEP 2014 - AUG 2015

INDIA

Led product design and branding for startups - shaping user-friendly digital products aligned to business goals.



### Smartpen India

Marketing Design Manager

NOV 2012 - NOV 2013

INDIA & USA

Designed across marketing channels and optimized store and conversion funnels with data-driven creative.

## 03 EDUCATION

### Persuasive UX

IIT Delhi | 6-month certification  
COMPLETED 2025

### Bachelor's, Management

IMI - Brussels  
DIRECTOR'S GOLD MEDAL

### MARCOM Super Specialization

Cornell University  
BEST SPEAKER AWARD

### Class XII

Commerce Topper  
BEST OUTGOING STUDENT, 2009

## 04 RECOGNITION & IP

- 2 provisional design patents filed
- 2x Excellence Awards - Americana
- Director's Gold Medal - IMI, Brussels

## 05 SELECTED BRANDS

KFC | PIZZA HUT | HARDEE'S | KIA | DABUR | NIKON | HARMAN | BARCO | CARNIVAL | OMANTEL

## A EXPERTISE

- User Experience
- Design Systems
- Web & Mobile
- Motion & Lottie
- Wireframing
- Prototyping
- Usability Testing
- Team Leadership

## B AI & EMERGING TECH

### Designing with AI, end-to-end.

- AI-Assisted Prototyping
- LLM Design-to-Code
- Prompt Engineering
- Generative Imagery & Video
- AI Product Strategy
- Rapid Concept Validation

## C TOOLS

### DESIGN & MOTION

- Figma
- Maze
- Spline
- Lottiefiles
- After Effects
- Photoshop
- Illustrator
- Jira

### Notion

### AI

- Claude
- ChatGPT
- Figma Make
- UX Pilot
- Uizard
- Banani

### DESIGN LEADERSHIP

Product strategy, scalable systems and high-fidelity craft - aligned from concept to production.

kunalbhattdesign.com