

CPDM Alumnus, Ami Sampat, wins the “Up and Coming Voice Award” for her contributions to the field of Voice UX (VUX) design during the Women in Voice Summit 2022

Ami Sampat, an alumnus of the 2013 batch MDes Programme at CPDM, IISc, received the “Up and Coming Voice Award” for her contributions & achievements in the field of designing voice experiences at the Women in Voice 2022 Summit organized by Women in Voices—an international community to empower, amplify, celebrate & connect women and gender minorities in Voice Technology <https://womeninvoic.org/>

The Women in Voice Award is designed to celebrate women in voice, speech, tech, & conversational AI and amplify their achievements in all verticals and career levels, and the “Up and Coming Voice Award” recognizes the potential and/or achievements of an individual who is new to the voice industry. <https://womeninvoic.org/awards/>

Ami is presently part of the Alexa International (India) team at Amazon, working in Voice UX (VUX) design, and leads the design for all India’s first experience of Alexa in both, English and Hindi. Her key projects include the Amitabh Bachchan Celebrity Voice for Alexa, Pay with Alexa (pay utility bills and recharges), and Learn with Alexa (guided English learning for kids in primary school).

Ami graduated in mechanical engineering from VIT, Vellore, and joined CPDM in 2011. Her key projects at CPDM included designing a no-electric-no-battery soil moisture sensor, a liquid measuring device for the visually challenged, a single outlet resuscitator for DRDO (DEBEL - Defence Bio-Engineering & Electro Medical Laboratory), etc. She joined the home appliances division at Robert Bosch in 2013 where she was responsible for the product design of several innovative projects like slow juicers, advanced dishwashers, etc. In 2016, she moved to SAP Labs, Bangalore, and as a UX Designer, she led the research and design efforts for the healthcare business vertical. During her time in SAP, she worked on a chatbot-based product for medical device recalibration and presented it at the Interact 2017 conference at IIT Powai. To know more about Ami, please check her profile at <https://www.linkedin.com/in/ami-sampat/>