

Samuel Kancharla

I've designed products for 12 years – first versions at startups, deep systems at enterprises and consumer apps used by 3B people. Currently at Meta, designing messaging products for WhatsApp Business. AI-native in what I design and how I design.

Meta

OCT 2021 - PRESENT

Lead designer across WhatsApp Flows, Shopping, Payments and Meta business assistant.

Salesforce

OCT 2018 - SEP 2021

Owned the product design for Manufacturing Cloud and Salesforce Surveys. Both are 0 to 1 enterprise products.

Amazon

AUG 2017 - SEP 2018

Part of the Amazon Pay design team – worked on experiences like in-store payments and local shopping.

Furlenco

JUL 2015 - JUL 2017

Founding designer. Designed and launched Furlenco's mobile products from scratch.

Housing

FEB 2015 - JUN 2015

Part of the 4 person team that launched their flagship app. Designed checkout flows, city guides and builder offers.

Citrix

APR 2014 - SEP 2014

Internship – designed a collaborative platform for content publishers.

IBM & TCS

JAN 2010 - JUL 2011

Prior design – started my career as a Java developer working in the consulting services.

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Education

MAR 2012 - MAR 2014

Masters in Design from National Institute of Design, India

Leadership

I'm often at my best in ambiguous spaces – shaping strategy, systems and the interaction details that make products work.

VISION SPRINTS

I organise and lead vision sprints with cross-functional teams — most recently shaping the WhatsApp Business messaging vision for 2027.

AI

I design AI-powered products, ship AI capabilities into large-scale consumer apps, and bring AI into my own process — prototyping rapidly in code.

MENTORING

Mentor 2 designers a year at Meta, lead onboarding for new hires and interns, and previously ran Salesforce's campus recruitment program.

Selected works at Meta

Over the past 4.5 years at WhatsApp, I've designed messaging experiences that help consumers and businesses get things done. More recently, I've focused on AI business agents that help SMBs better serve their customers.

Meta Business Agent	AI Integration Hub	Led the design of marketplace surface for SMBs to plug-in 3rd party services.
	Response modes	A complex settings screen to let businesses choose how AI responds.
	AI home redesign	To introduce entry points for Agent chat and knowledge setup.

Launched in June 2026. 60% adoption just with the soft launch a few months ago.

WhatsApp Flows	Design system	Designed components that lets businesses design forms to capture addresses, book appointments and take orders.
	Developer experience	Designed a builder that lets developers setup the Flows platform followed by all developer facing sites and documentation.

Launched in August 2023. 20K unique Flows sent everyday with industry standard conversion rates.

WhatsApp Shopping	Carts	Designed a novel add to cart interaction and cart experience that drive +114% cart adds.
	Payments	Designed payments flows for PIX on Brazil and UPI in India.

Launched in August 2022. First end to end shopping experience on WhatsApp. Notable businesses using it include JioMart in India serving with 50K SKUs.
