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SUMMARY

Hands-on UX Design Leader with roots in full-stack engineering and enterprise platforms.

Designs for scale and clarity, translating complex systems into human-centered experiences.

Drives measurable product impact through value-led strategy, KPIs, and business alignment.

Leads cross-functional execution, aligning design, product, and engineering to ship what matters.

Expert in systems thinking, user research, and inclusive design (WCAG-compliant + AI ethics aware).

Co-host of The Enterprise Design Podcast, exploring the future of enterprise UX, AI, and accessibility.

WORK EXPERIENCE

Broadcom Inc. — Palo Alto, CA

Principal Product Designer – VMware Cloud Foundation (Nov 2023 - Present)

- Spearheading the strategic integration of planning, licensing, and marketplace tools into the VCF Business Services platform to create a unified experience — projected to increase adoption by 25–30% and reduce onboarding time from weeks to days in the upcoming VCF 9.0 release.
- Optimized key VCF Marketplace workflows (subscribing and publishing) using micro-interactions and motion design to guide users through complex cloud tasks, resulting in a 30% increase in task efficiency for customers and 50% for solution providers.
- Conceptualized VCF's first-ever security and compliance dashboard with real-time visualizations — improving usability for virtual infrastructure admins, enabling threat detection and response 3× faster, and strengthening security postures across connected and air-gapped deployments.

VMware Inc. — Palo Alto, CA

Senior Design Manager (Jun 2021 - Oct 2023)

- Led product design for 30+ initiatives (2K+ person engineering org; managed 12 designers across the US, India, and Bulgaria), driving a 4× increase in user engagement, 25% lower dev costs, and a unified Figma-based design system.
- Championed UX education and accessibility programs, resulting in a 3× increase in design engagement and 5× growth in positive customer feedback.
- Introduced a 3-tier design support model (design-led, design-supported, and design-aware), achieving 100% UX coverage and establishing a scalable UX maturity framework.
- Centralized VMware's Design Platform, unifying ops for 270+ designers and engineers, reducing ad-hoc design asks by 50%, and increasing adoption of standardized practices by 25%.
- Launched 17 Strategic Initiative Groups (SIGs) to foster a unified design community — tripling engagement, improving consistency, and reducing admin overhead by 75%.

VMware Inc. — Palo Alto, CA

Senior Product Designer (Dec 2015 - Jun 2021)

- Led 12+ research-driven initiatives for VMware Platform Services, achieving 80%+ CSAT by applying user-centered research and iterative design.
- Aligned roadmaps and priorities through strategic workshops — reducing project delays by 10% and accelerating time-to-market by 30%.
- Mentored junior designers through structured feedback and design critiques, boosting cross-functional collaboration by 50%.
- Designed a modern Enterprise Service Management platform for VMware and Dell, replacing legacy ITSM tools — saving \$2M in licensing and \$3.6M in support costs.
- Reimagined the VMware Learning Platform as a lightweight, multi-tenant commercial service — adopted by 30+ enterprise clients.
- Led design for VMware's Mobile Apps portfolio (IT org), managing 6 contract designers and delivering 20+ mobile solutions in 3 years.
- Revamped the sales experience for agents, partners, and execs — reducing reliance on legacy systems like SAP HANA and Oracle ERP by 75% (agents) and 92%+ (execs).
- Designed vNavigator, an IoT-based navigation app for campus workspace management — improving resource utilization by 10%+.
- Built and shipped rapid prototypes in HTML/CSS/JS for internal tools — cutting stakeholder alignment time by 40%.
- Created vPogo, an AR-based mobile game that helped identify 250+ network blind spots and improved Wi-Fi coverage across VMware's 100+ acre campus.

EARLY CAREER (UI/UX Engineering)

VMware Inc. — Palo Alto, CA

- **Lead UI Developer** (Dec 2013 - Dec 2015)

- Modernized VMware's Subscription Renewals portal into a responsive web app for 500K+ customers, improving on-time renewals by 35% and reducing support tickets.

Apple Inc. — Cupertino, CA

- **Senior UI Developer** (May 2012 - Dec 2013)

- Delivered UI/UX for Apple's MFi licensing portal, streamlining certification and content publishing for global third-party accessory developers.

Ericsson. — Kolkata, India

- **Senior Solution Integrator** (Nov 2011 – May 2012)

- Built a cross-platform web client for Ericsson's Business Collaboration Suite, improving mobile adoption and accessibility across devices.

IBM Inc. — Kolkata, India

- **Senior Software Engineer** (Jan 2007 – Nov 2011)

- Delivered a unified SharePoint CMS for Pfizer Animal Health, consolidating 20+ microsites into a trusted, education-focused portal with lower annual maintenance costs.

Nous Infosystems — Bengaluru, India

- **Senior UI Developer** (Oct 2003 – Jan 2007)

- Created eight Flash/.NET-based casino games for Harrods Casino, increasing player session time and retention.

SKILLS

UX Strategy & Leadership: UX Strategy, Strategic Planning, Roadmap Execution, Problem Solving, Cross-Functional Collaboration with Engineering, Product Management and Product Marketing, Stakeholder Management, Team Building, Hiring, Mentorship, Design Thinking, Workshop Facilitation, People Management, Project Management

UX Research & Design: User Research, Data Analysis, Data-Driven Insights, Behavioral Analytics, User Feedback Analysis, End-to-End User-Centered Design, Human Computer Interaction (HCI), Persona Development, Journey Mapping, Competitive Analysis, Campaign Management, Usability Testing, A/B Testing

UI/UX Design Execution: Design System Implementation, UX Writing, Content Strategy, Interaction Design, Visual Design, Information Architecture, Wireframing, Wireframes for Accessible Layouts, Rapid Prototyping, Responsive Prototypes and Mockups, Micro-Interactions, Cross-Platform UI Design, Accessibility (WCAG Compliance)

Process & Methodology: Scalable Design Processes, Process Optimization, Design Operations (DesignOps), Agile/Scrum Methodology, Sprint Planning, Iterative Development

Tools and Technologies: Figma, Adobe XD, Adobe Creative Suite, Framer, WebFlow, Optimal Workshop, FullStory, Google Analytics, Miro, Web Development: Front-end user interface coding for Web, Android and iOS with HTML, CSS, JavaScript, React based on visual brand specs, backend API, SaaS, PaaS, Machine Learning, Python

AI Product Design & LLM UX: Prompt Engineering, Interpretability UX, Claude/GPT APIs, AI Trust & Safety UX, Conversational UI, Ethical AI Design, Agentic System Design

Thought Leadership: Co-host of [The Enterprise Design Podcast](#) (2k+ listeners), exploring enterprise UX challenges and best practices around designing digital products based on customer needs and business goals, systems thinking, accessibility, and AI ethics.

EDUCATION

Bachelor of Computer Applications, Bangalore University - 2003

CERTIFICATIONS

AI, LLMs & Ethical Design

- **Designing Human-Centered AI** – University of Washington, edX (2025)
- **Generative AI with Large Language Models** – DeepLearning.AI (2025)
- **Human Factors in Artificial Intelligence** – Duke University, Coursera (2025)
- **LangChain for LLM Application Development** – DeepLearning.AI (2025)
- **AI for Designers** – Interaction Design Foundation (2025)
- **Elements of AI** – University of Helsinki (2024)

Leadership & Innovation

- **Leading People, Culture & Innovation** – Stanford School of Engineering (2024)
- **High Impact Leadership** – UC Berkeley, Haas School of Business (2022)

UX Foundations

- **Certified Usability Analyst** – Human Factors International (2018)