

PRASAD NEURGAONKAR

Experience Architect | Design Leader | Mentor | Lifelong learner

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“Simple things should be *simple*, complex things should be *possible*” – Alan Kay

PROFESSIONAL SUMMARY

A seasoned design leader with over 22 years of experience driving transformative UX and AI strategies for global enterprises. Currently leading end-to-end design for Infoblox’s first AI-driven product, shaping experiences from concept (v0) to launch. Skilled at integrating Generative AI, predictive analytics, automation, and emerging **agentic AI models** into user experiences that enhance decision-making, reduce complexity, and scale business impact. Proven success designing AI-powered solutions at Broadcom, VMware, and Microsoft, including predictive orchestration in Telco Cloud, AI-enabled deal modeling for SaaS, and accessibility innovation through 3D sign language avatars. Passionate about advancing human-AI collaboration, ethical design, and scalable design systems.

CORE COMPETENCIES

- AI-Enhanced UX Solutions:** Integrating AI into design processes to enhance personalization, automation, predictive analytics, and early foundations for **agentic behaviors** that support proactive workflows.
- People Management & Strategic UX Leadership:** Driving UX vision while leading, mentoring, and developing high-performing design teams. Experienced in career coaching, capability building, and fostering a culture of innovation, accountability, and continuous improvement.
- User-Centered Design (UCD):** Expert in creating intuitive, accessible, and inclusive designs that solve complex user problems and enhance satisfaction.
- Cross-Functional Collaboration:** Partnering effectively with engineering, product, and leadership teams to integrate UX seamlessly into broader business strategies.
- Problem Solver:** Turning complex challenges into actionable solutions, balancing creativity with analytical thinking
- Impact-Driven Innovator:** Delivering measurable success through design thinking and advanced technologies across AI, cloud, and enterprise platforms.

AI EXPERIENCE LEADERSHIP

- Human-AI Interaction Design:** Crafting intuitive experiences that make AI capabilities understandable, trustworthy, and ready for future autonomous agent collaboration.
- Generative AI Integration:** Designing adaptive workflows and content generation tools using LLM-based systems.
- Predictive & Proactive Experience Design:** Applying AI insights to drive contextual automation, proactive recommendations, and early stages of self-initiating AI actions.
- Ethical AI & Transparency:** Advocating for explainable, inclusive, and bias-aware AI experiences that preserve user trust as autonomy increases.

PROFESSIONAL EXPERIENCE

Senior Staff Designer | Infoblox | Seattle, USA | Feb 2025 – Present

- 0–1 AI Product Experience Leadership:** Leading the end-to-end design vision for Infoblox’s first AI-driven product from concept to launch. Defining human-AI interaction models that evolve from predictive and assistive intelligence toward agentic AI capabilities, enabling autonomous workflows where AI agents proactively detect, diagnose, and mitigate security and networking challenges.
- AI-First Experience Innovation:** Driving Generative AI integration across Infoblox’s core platform to automate insights, streamline decision-making, and power context-aware user interactions. Laying the foundation for Phase 2 agentic systems that move from suggestion-based assistance to autonomous action and continuous optimization.
- Strategic AI Framework:** Established a scalable AI design framework that progresses from traditional AI (insights and recommendations) to agentic AI orchestration, ensuring clarity, transparency, and trust as AI agents begin to take accountable actions within critical enterprise environments.

SKILLS

LEADERSHIP

- Team Building and Development
- Mentorship
- Project Management
- Cross-Functional Collaboration
- Strategic Vision
- Innovation Leadership
- Accessibility and Inclusivity Advocacy

LATEST TECHNOLOGY

- Generative AI
- Predictive Analytics & ML-integrated UX

- **Design System Evolution:** Spearheading the evolution of Pegasus Design System (PDS) 3.0 with AI-ready components, conversational patterns, and interaction models designed to support future AI agents, adaptive UI states, and autonomous decision feedback loops, ensuring readiness for agent-driven experiences.
- **Design Leadership & Mentorship:** Mentoring teams on AI-led design thinking, elevating competencies from prompt-driven experiences to agentic design principles, including autonomy, oversight, and outcome responsibility, shaping a culture prepared for AI co-execution.
- **Design Operations Excellence:** Building scalable operations that integrate AI governance, ethical review, and readiness for agent-based workflows. Introducing processes to support traceability, escalation protocols, and human override for future autonomous AI agents.
- **Cross-Functional Influence:** Acting as a strategic bridge between design, AI engineering, and executive leadership advocating for an AI evolution roadmap that transitions the organization from insights delivery to agent-led interventions that drive measurable resilience in network and security operations.

Principal User Experience Architect (Staff 2) | Broadcom | Seattle, USA | Nov 2023 – Sep 2024

- **Design Strategy for New AI-Powered SMO Product:** Defined the UX vision and end-to-end design strategy for Broadcom’s next-generation Service Management and Orchestration (SMO) platform. Established the foundational experience principles that shaped how AI and automation enhance network operations across Telco Cloud environments.
- **AI Vision & Experience Direction:** Set the North Star UX direction for AI-powered automation, blending predictive analytics, ML insights, and user-centered orchestration to enable smarter, faster, and more intuitive workflows for operators.
- **AI-Driven Workflow Design:** Partnered with data science and product teams to design AI-assisted workflows that improved service management efficiency, reduced manual intervention, and enhanced accuracy through predictive recommendations.
- **Intelligent Monitoring Experiences:** Led the design of intelligent monitoring dashboards and visualization tools, empowering operators to identify, predict, and act on network performance insights in real time.
- **Human-AI Collaboration & Ethics:** Championed human-in-the-loop design principles to ensure transparency, explainability, and user control in AI recommendations, reinforcing trust and accountability in automated systems.

User Experience Architect | VMware | Seattle, USA | May 2022 – Nov 2023

- **Design Leadership & Team Management:** Led and mentored a team of seven design strategists and designers, fostering a collaborative, high-performing culture focused on innovation and measurable user and business impact.
- **Digital Transformation Strategy:** Spearheaded VMware’s Subscription and SaaS platform redesign across the lead-to-cash journey, establishing design principles, process standards, and experience blueprints aligned with business growth.
- **Generative AI Integration:** Directed UX strategy embedding Generative AI for adaptive recommendations, predictive insights, and personalized seller experiences.
- **AI-Driven Product Innovation:** Designed the Customer Discovery Tool and Estimator with Hybrid GPT models, enabling sellers to generate insights and dynamic quotes in minutes instead of days.
- **Predictive Analytics & Revenue Impact:** Partnered with AI researchers to implement predictive models, improving deal velocity and forecasting, contributing to 34% YoY SaaS revenue growth and 36% ARR increase.
- **AI-Enhanced Design Operations:** Introduced AI-powered prototyping, content generation, and workflow automation, cutting design cycle time by 30% and standardizing quality across distributed teams.
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UX Service Owner | UX Lead | Microsoft | USA | Jun 2016 – May 2022

- Led UX for the **Field Mobility Cloud Services** group as **UX Service Owner**, addressing global SMB product experience requirements and establishing a UX process plan to improve UX maturity within the group.

- Conversational UI/Chatbots
- Human-AI Interaction (HAI) Design
- AI-Driven Automation Workflows
- 3D Immersive Experience
- HoloLens

UX DESIGN & STRATEGY

- User-Centered Design (UCD)
- Design Strategy Development
- Interaction Design & Information Architecture
- Prototyping and Wireframing
- Cross-Platform Design
- Design Systems Management
- Inclusive and Accessible Design
- Research-Driven Design
- Innovative Solutions
- Data-Driven Decision Making

UX RESEARCH

- Contextual Inquiry
- Data Analysis
- Ethnographic Research
- Persona Development
- Task Analysis
- Usability Testing
- User Journey Mapping

DOMAIN EXPERIENCE

- Network and Security
- TELCO Cloud
- Sub and SaaS
- CPQ - Configure Price & Quote
- Marketing - Consumer/ Enterprise
- Professional Services - Enterprise
- Microsoft Dynamics 365 - Enterprise
- Finance (FinTech)
- HR - Talent Solutions
- Conversational UI (Chat-Bots)
- Gaming (EA Sports, Xbox)
- Entertainment (MSN, Paramount movies)
- Enterprise Risk Management (ERP)
- Web Advertising
- Accessibility

- Led and directed design and experience for **global event management** and **Lead-to-Order** platforms, integrating AI-powered insights to optimize user engagement and incorporating accessibility features, including a **3D immersive experience with sign languages (ASL, BSL, JSL) to support Deaf users**.
- Managed multiple UX products within **Microsoft Professional Services**, introducing AI-enabled deal velocity features that enhanced user interaction and optimized workflows.
- Successfully delivered the **Configure Price Quote (CPQ)** product, owning end-to-end UX experience and championing AI-driven UX strategies to enable real-time pricing adjustments and personalized recommendations.

Sr. UX PM | UX Lead | Microsoft | India | Dec 2013 – Jun 2016

- Managed UX design for enterprise solutions and HR tools, overseeing the development of the “One Recruiting Talent Solutions” project, improving global hiring processes.
- Managed a team of 20+ designers, optimizing work allocation and contributing to the overall UX strategy.

Associate Creative Head | Tata Consultancy Services (TCS) | Pune, India | Jan 2008 – Dec 2013

- Built and led the UX team for India and USA for the TCS-Microsoft account, driving design initiatives for Xbox and MSN Entertainment, increasing user engagement and satisfaction.
- Directed UX design for enterprise risk management and web advertising solutions.
- Successfully delivered several products from various domains e.g. Entertainment, HR, Xbox etc.

Sr. UI Designer | Cybage Software | Pune, India | May 2006 – Jan 2008

- Designed user interfaces for enterprise applications, ensuring high usability and adherence to accessibility standards
- **Hawaiian Air** – Served as the lead designer for the world's first extranet-hosted product using MOSS 2007 (Microsoft Office SharePoint Server).

Sr. UI Designer | Infor (Approva) | Pune, India | May 2004 – May 2006

Sr. UI Designer | Graphic Designer | Softbridge Solutions | Pune, India | May 2003 – May 2004

Web & Graphic Designer | Synise Technologies Ltd. | Pune, India | Jan 2001 – May 2003

EDUCATION & CERTIFICATIONS

- **Certified Usability Analyst (CUA)** *Human Factors International (HFI) | License #2012-3918 | 2012*
Expertise in User-Centered Analysis, Usability Testing, Effective Web and Application Design.
- **Designing Applications for Mobile** *Human Factors International (HFI) | 2010*
- **Diploma in Digital Design** *Zap Digital Design Academy | 1999*
- **Enterprise Design Thinker Practitioner** *IBM | 2021*
- **Generative AI** *Linkedin | 2023*
- **Diploma in Computer Technology** *Sinhgad College of Engineering | 1999*

PUBLICATIONS

- [Breaking Up with Design Love: The Secret to Stellar UX](#) - *Medium.com, Bootcamp.uxdesign.cc · Jun 30, 2023*
- [How to define Users Mental Model ?How to define Users Mental Model ?](#) -*Medium.com, Bootcamp.uxdesign.cc · Jun 26, 2023*
- [Demystifying Complexity: The Art of Presenting Complex Processes and Products with Clarity and Impact](#) - *Medium.com, Bootcamp.uxdesign.cc · Jun 7, 2023*