

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 Principal User Experience Architect with over 22 years of hands-on experience in driving transformative UX strategies for global enterprises.

Expert in crafting seamless, user-centered experiences across B2B and B2C platforms, with a focus on aligning UX design with business objectives to deliver measurable results. Demonstrated success in leading cross-functional teams, integrating AI-powered solutions, and implementing scalable design systems that optimize both user engagement and operational efficiency. Proven ability to contribute to significant business growth, such as increasing SaaS revenue by 34% and ARR by 36% at VMware. Passionate about fostering innovation, promoting accessibility, and pushing the boundaries of UX in cloud, SaaS, and telecom industries.

CORE COMPETENCIES

- Strategic UX Leadership:** Driving UX vision, building and mentoring high-performing teams, and delivering user-focused solutions from concept to execution.
- AI-Enhanced UX Solutions:** Integrating AI into design processes to enhance personalization, automation, and predictive analytics, driving business outcomes.
- 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, optimizing enterprise solutions at Broadcom, VMware, and Microsoft.

PROFESSIONAL EXPERIENCE

Principal Experience Architect (Staff 2) | Broadcom | Seattle, USA | Nov 2023 – Present

- Leading the design and UX strategy** for AI-powered products in the Telco Cloud space, focusing on Service Management and Orchestration (SMO).
- Spearheading the integration of AI to deliver predictive insights and enhanced automation within the Telco Cloud ecosystem, significantly improving operational efficiency.
- Defined the **North Star UX vision** for AI-driven automation and optimization, blending AI with user-centric design principles to deliver advanced, intuitive user experiences.
- Collaborated closely with product and engineering teams to ensure AI models aligned with customer needs, resulting in improved key performance metrics and enhanced user satisfaction.
- A key contributor to **Broadcom's Telco Cloud growth strategy**, driving innovative AI solutions and ensuring seamless cross-functional collaboration to meet business objectives.

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

- Led a team of UX strategists and designers**, driving **UX leadership and evangelism** across the organization.
- Directed UX strategy for SaaS and subscription** commerce platforms, embedding Generative AI to enhance personalization and predictive analytics.
- Contributed to a **34% YoY growth in SaaS revenue and a 36% increase in annual recurring revenue (ARR)**.
- Managed digital transformation initiatives, ensuring AI-powered personalization and data visualization enhanced user engagement and decision-making.

SKILLS

LEADERSHIP

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

LATEST TECHNOLOGY

- Generative AI Integration
- Conversational UI
- 3D Immersive Experience
- HoloLens
- Chat BOT
- AI Integration

UX DESIGN & STRATEGY

- User-Centered Design (UCD)
- Design Strategy Development
- Interaction Design & Information Architecture
- Prototyping and Wireframing

- Introduced AI capabilities to transform UX processes, enabling automated content generation, rapid prototyping, and conversational UI enhancements.

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.
- 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.
- Supervised 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*

- 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

- 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

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