

UX Design Lead | AI & Enterprise products

About

UX Design Lead with 7+ years designing AI-powered enterprise products — including IBM MaaS360 (MDM) and Cognos (analytics/BI). Specialises in making complex legacy systems feel simple and intuitive. An engineering background (SWE + IIT M.Des) enables close collaboration with product and engineering to ship designs that are as easy to build as they are to use.

Experience

IBM

UX Design Lead

Feb 2022 – Present

- Redesigned MaaS360 — IBM's enterprise MDM platform — transforming a legacy system into a simplified, intuitive experience; defined North Star vision adopted across the product org
- Integrated AI automation into MaaS360 using watsonx Orchestrate — designing natural language flows that help enterprise users find information and complete tasks instantly
- Designed Cognos analytics features enabling business users to surface insights faster — balancing data density with clarity
- Owned end-to-end mobile UX (iOS & Android), elevating onboarding to a consumer-grade standard within a B2B product
- Led design team for 1+ year — roadmap, stakeholder alignment, and craft quality across technical workflows

TCS Interactive

UX Designer

Aug 2018 – Feb 2022

- Led UX for 20+ enterprise projects — including a global real estate construction management app and a telecom performance tracker — full lifecycle from discovery to high-fidelity delivery
- Partnered with PMs to translate complex business and technical constraints into user-friendly designs; defined visual patterns for consistency across product lines
- Mentored junior designers and upheld high design standards across the team

IITH, Dept. of Design

TA, UX Designer

Jul 2017 – Aug 2018

- Redesigned IIT Hyderabad's academic website — awarded honourable mention and scholarship by the institute director
- Organised and led Creative Arts workshops for 200+ students; mentored a group of 20 through the programme

Syngy & ArezzoSky

Software Engineer

Aug 2018 – Feb 2022

- Built automated test scripts and led regression testing in agile environments — grounding design sensibility in engineering rigour

Awards

- IBM Outstanding Technical Achievement Award
- IBM Software Champion — 2Q25
- TCS On the Spot Award

Education

Master of Design

Indian Institute of Technology,
Hyderabad

*Visual Communications · Thesis:
Web-based Interactive
Illustrations with Watercolours*

PG Diploma in Advanced Computing

C-DAC, Pune

B.E. Information Technology

Maharashtra Institute of
Technology, Pune

Certifications

- Enterprise Design Thinking
Co-Creator & Practitioner
- Team Essentials for AI

Skills

AI/ML UX, Enterprise UX, Mobile
iOS/Android, Accessibility
WCAG Design Systems, Systems
Thinking, North Star Vision,
User Research, Prototyping,
Stakeholder Mgmt

Tools

Figma & Figma AI, FigJam,
Carbon Design System, watsonx
Orchestrate, React / SWE
principles, Design Tokens

Contact

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