

PRASHANT KASHYAP

Product Designer · Enterprise SaaS · Design Systems · AI-assisted Experiences

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Product Designer with 13+ years shaping complex enterprise SaaS into clear, usable experiences. I lead design end to end - from research and strategy through interaction design, high-fidelity UI, and validation - for observability and service-management platforms used by network and operations teams. Currently designing an agentic AI situation room for network operations, translating emerging AI patterns into interfaces operators can trust and act on. I contribute to and uphold design systems, mentor other designers, and run an internal program driving AI-assisted design adoption. OCI Generative AI Professional certified and HFI Certified Usability Analyst.

CORE COMPETENCIES

Design Strategy & Vision · Interaction Design for Complex Workflows · Agentic & AI-assisted Experience Patterns · User Research & Contextual Inquiry · Journey Mapping & Service Blueprints · Information Architecture · Design Systems & Governance · High-fidelity UI & Prototyping · Usability & A/B Testing · Cross-functional Leadership · Design Mentorship · Figma

PROFESSIONAL EXPERIENCE

Senior UX Designer · Communications & Monetisation · Oracle

May 2022 - Present

Pune, India

- Lead design for a **network observability and assurance platform** and a **service-activation platform**, used by network operations teams to monitor health, detect faults, and resolve service and incident workflows across enterprise and communication service provider (CSP) networks.
- Designing an **agentic AI situation room for the Network Operations Center (NOC)** - an interface that helps operators investigate, prioritise, and resolve network fault situations, turning scattered alerts into a single, guided operational picture.
- Defined the **AI interaction patterns** behind the situation room - how AI-derived findings, evidence, and recommended actions are surfaced, explained, and made accountable - so operators can trust and act on AI output rather than second-guess it.
- Structured the assurance experience around a clear operational hierarchy that brings fault, performance, and topology signals into one readable view, reducing time to understand what to act on first.
- Own the full design cycle end to end - research and stakeholder interviews, personas, journey maps, wireframes, prototypes, and high-fidelity UI - and validate through usability studies and A/B testing (30+ stakeholders engaged; iterations improved feature adoption and reduced support load).
- Contribute to and uphold the **enterprise design system** across my products, driving visual consistency, accessibility, and UI documentation as a governance practice, not a one-off.
- Founded and run **Codex Office Hours**, an internal program that has helped designers adopt AI-assisted tooling in their day-to-day workflow.

Senior UX Specialist · Smart Buildings · Siemens Technology India

Mar 2020 - Apr 2022

Pune, India

- Contributed components (Progress, Spinner, File Uploader), usage guidelines, and accessibility considerations to an **enterprise design system** adopted across multiple Smart Buildings product teams.
- Designed operator-facing experiences for industrial products, translating complex monitoring and control workflows into intuitive, consistent interaction patterns.
- Partnered with product managers and engineers across a large product portfolio, running design-thinking workshops and usability studies to validate component behaviour at scale.

Senior Digital Technologist • Project XD • McDermott International

Mar 2019 - Mar 2020

Remote • Pune, India

- Led design for a cloud-based project-intelligence tool, replacing spreadsheet-driven status reporting with a live, at-a-glance dashboard for project leadership.
- Facilitated design-thinking workshops with engineers and ran stakeholder interviews to shape interface concepts, improving downstream usability and engagement.

Lead UX / UI Designer • InfoBeans (formerly Eternus Solutions)

Feb 2016 - Mar 2019

Pune, India

- Led and mentored a team of designers, partnering with subject-matter experts to deliver multiple enterprise products from concept to launch.
- Translated ambiguous stakeholder requirements into structured wireframes and flows, improving task completion and clarity for end users.
- **People's Choice Award (2018) • Stellar Performer of the Year (2017) • Debut Award (2016)**

UX / Graphic Designer • Mobisoft • Conexstra • Amura • QuadNode

2012 - 2016

- Built UX foundations across hospitality, fashion, education, and real estate; shipped mobile and web products from the ground up. At Conexstra, led design for **Kexplora**, recognised in NDTV's Top 20 Hottest Startups in India (2015).

AI PROJECTS & PUBLICATIONS

- **AI-Augmented UX Toolkit** (personal project) - Built AI-powered tools using Python and LLMs; a practical exploration of AI in design workflows for research synthesis, documentation, and prototyping.
- **"Echoes of Innovation: AI & UX Chronicles in Digiville"** - Published author on the integration of AI and user experience.

EDUCATION & CERTIFICATIONS

Bachelor of Engineering • Electrical Engineering - University of Pune, 2008-2012

Certifications

HFI Certified Usability Analyst (CUA™) • OCI 2025 Generative AI Professional • OCI 2025 Certified AI Foundations Associate • Figma Mastery • Interaction Design Foundation (IxDF)

TOOLS & SKILLS

Strategy & leadership Design strategy • Strategic thinking • Defining user goals • Decision making • Cross-functional leadership • Leading without authority • Program & project management • Design mentorship

Research User research • Contextual inquiry • Persona research • Qualitative & quantitative research • Competitive analysis • Market research • Journey mapping • User experience measurement • Measurement & attribution

Design & interaction Interaction design • Information architecture • User flows • Wireframing • Storyboarding • Mockups • Prototyping & rapid prototyping • High-fidelity UI • User-centred design

Testing Usability testing • A/B testing • Heuristic evaluation

Systems & AI Design systems & governance • Enterprise product design • Agentic / AI-assisted design patterns • Generative AI • Design tokens • Accessibility (WCAG) • SaaS

Tools Figma • Sketch • Adobe XD • Axure RP • InVision • Framer • Zeplin • Adobe Creative Suite • Miro • Jira • Confluence • GitLab

Languages English (proficient) • Hindi (fluent)