

PRASHANTH SAMUDRALA

Design Leader — Enterprise Products & UX Transformation

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PROFILE

Design leader with 17+ years of experience shaping enterprise products across healthcare, HR technology, SaaS, fintech, mobility, and platform ecosystems. Experienced in helping organizations simplify complexity, improve product direction, scale UX maturity, and strengthen collaboration across engineering-heavy environments.

Known for bringing structure to ambiguous product spaces and helping teams move from fragmented execution toward more scalable and product-focused experiences. Combines systems thinking, UX strategy, and delivery leadership to improve usability, product adoption, operational efficiency, and cross-functional alignment.

Built and scaled design teams, defined customer-facing product initiatives, shaped roadmap discussions, and partnered closely with product, engineering, and business stakeholders to improve how products are designed, delivered, and experienced. Most effective at the intersection of customer insight, product direction, and delivery execution — where design directly shapes what gets built and how it performs in the real world.

CORE EXPERTISE

- Enterprise Product Transformation · UX Strategy & Product Thinking
- Platform & Ecosystem Design · Experience Modernization
- Product Adoption & Activation · Design Systems & Scalable UX
- Team Building & Design Leadership · Cross-functional Leadership
- Healthcare, HR Tech, Fintech & Enterprise SaaS Ecosystems

SELECTED IMPACT

- Reduced onboarding time-to-first-success from **11.4 minutes to 6.2 minutes** for the Wavemaker low-code platform.
- AR initiative for Cradlepoint hardware: **60% faster field installation, zero tech support calls** for signal verification, QR codes adopted across the full product line.
- Repositioned Wavemaker from a low-conversion product to an enterprise-ready platform — improved experience opened enterprise sales conversations, surfaced new roadmap additions including RBAC and Launchpad, and drove the platform to **#1 company priority for two consecutive quarters**.
- Standardised table interactions across **30+ Darwinbox modules**, creating a shared foundation that reduced duplicate implementation and improved delivery consistency across rapidly scaling product teams.
- Introduced AI interaction models, trust mechanisms, and guided discovery patterns into an enterprise GenAI initiative — transforming an engineering-led build into a usable, adoption-ready product experience.
- Turned UX practice performance from **-8% to positive growth** within a year — sustained through quarter-over-quarter improvement in delivery quality, stakeholder alignment, and execution maturity.

PROFESSIONAL EXPERIENCE

Persistent Systems — UX Architect

Aug 2025 – Present

Shaped UX direction across two engagements — healthcare platform experience at Optum / UnitedHealth Group, and enterprise GenAI product design within Persistent.

- Led UX direction for internal healthcare platform initiatives within Optum / UnitedHealth Group — improving usability and operational experience.
- Brought UX into a full engineering-led GenAI knowledge platform as a proof of concept — established interaction models, trust and explainability mechanisms, and guided discovery patterns that moved the platform toward enterprise adoption readiness.

Independent Consultant — Product Design

2024 – 2025

Worked with stealth startups and engineering services companies to shape product direction, strengthen UX strategy, and improve end-to-end product design delivery.

- Embedded as the UX function within engineering-led companies and startups — filling the gap from strategy through delivery, bringing product thinking and interaction design to teams building without it.
- Each engagement ran without a design team — owned full UX scope from brief to shipped experience.

Career Break — personal and family commitments 2023 – 2024

Darwinbox — Senior Manager, User Experience Design 2022 – 2023

Drove UX direction across enterprise HR SaaS platforms used by large organisations across APAC and Middle Eastern markets.

- Managed and mentored a team of product designers across multiple enterprise product initiatives.
- Standardised enterprise table interactions across 30+ modules — a shared interaction foundation that reduced duplicate implementation efforts and improved delivery consistency across rapidly scaling product teams.
- Flagged scope and quality risks in quarterly roadmap planning before commitments were made — separating execution-ready initiatives from those needing research or stakeholder alignment.
- Designed the Darwinbox recruitment dashboard — 6+ screens into a single pipeline view, weekly reporting from **~3 hours to ~20 minutes**; first complete funnel view in the product.
- Ran customer co-creation workshops with enterprise clients — surfaced operational challenges and sharpened product direction through structured collaborative sessions.

Neudesic (acquired by IBM) — Director, Experience Design 2021 – 2022

Contributed experience design direction to AI-powered enterprise innovation and co-creation engagements.

- Contributed interaction frameworks and experience design direction to AI-powered enterprise innovation projects — working with enterprise clients through structured co-creation engagements.
- Built a designer growth plan across levels — mentored from execution to strategic contribution, while driving cross-functional collaboration frameworks that improved delivery quality and project outcomes.

Innominds Software — Manager, User Experience Design 2019 – 2021

Built and grew the UX practice across healthcare, IoT, mobility, and enterprise platform ecosystems.

- Scaled the UX practice and turned account performance from **-8% to positive growth** within one year — sustained through quarter-over-quarter improvement driven by stronger delivery quality, customer engagement, and execution maturity.
- Initiated and led the Cradlepoint AR initiative: **60% faster field installation, zero tech support calls** for signal verification, and QR code adoption across the full product line.
- Designed LenexaCARE, a safety-critical clinical monitoring dashboard for hospital environments — delivered a persistent body map, risk severity cards, and 12-hour position tracking for pressure injury prevention.
- Led field research across cities and upcountry India for AmaraRaja Batteries (Amaron) and designed a multi-channel web and mobile platform — replacing a paper-based warranty system with a connected 11-feature platform across three user personas.

Pramati Technologies — Lead Designer 2016 – 2019

Led product design for the Wavemaker enterprise RAD platform — with select high-profile client engagements alongside core product work.

- Redesigned onboarding for the Wavemaker RAD platform — cut time-to-first-success from **11.4 to 6.2 minutes**.
- Repositioned Wavemaker from a low-conversion product to an enterprise-ready platform — improved experience opened enterprise sales conversations, surfaced new roadmap additions including RBAC and Launchpad, and drove the platform to **#1 company priority for two consecutive quarters**.
- Ran a moderated usability study for Holidays by flydubai — 36 participants, 15+ nationalities, 7 tasks; uncovered a **75% critical error rate** on room modification that directly reshaped the core booking flow before launch.

Cognizant Interactive — Senior Associate, User Experience 2013 – 2016

Built and grew centralised UX teams while delivering enterprise banking and digital experience platforms for clients including American Express and UBS.

- Scaled and mentored centralised UX and hybrid design teams ranging from **6 to 20 members** across enterprise delivery initiatives.
- Sustained high delivery performance across multiple enterprise engagements simultaneously — recognized internally for consistent output quality, team mentorship, and reliable execution.

Kony Inc. (now Temenos) — Project Lead, UI/UX 2011 – 2014

- Shaped platform-level interaction thinking for an award-winning BlackBerry initiative — recognized internally for design quality and product impact.
- Rapidly prototyped enterprise vertical applications across banking, CRM, and mobility; built scalable mobile application frameworks and reusable interaction models for enterprise clients.

Voice Gate Technologies — Creative Lead

2006 – 2011

- Designed and delivered mobile-first experiences for content and communication platforms during early mobile product adoption cycles.

TOOLS & METHODS

Figma · Sketch · Adobe XD · Adobe Creative Suite

UX Strategy · User Research · Design Thinking · Product Thinking · UX Architecture · Information Architecture · Design Systems · Prototyping · Wireframing · Usability Testing · Journey Mapping · Interaction Design · Accessibility · Stakeholder Management · Agile · Scrum

EDUCATION

Bachelor of Arts — Sociology

AWARDS & RECOGNITION

- Platform Annual Award — BlackBerry Initiative
- Best Project Award · Best Performer Award · Mentor Recognition Awards