



**Pushkaraj Mirajkar**  
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Innovative and knowledgeable product designer with over 8 years of experience in designing and delivering products across cross-functional teams. Expertise in strategic design thinking, data visualization, and UX methodologies to drive early discovery work, product design and strategic vision. Adept at distilling complex technical problems into clear, simple, and elegant solutions. Skilled in facilitation, collaboration, mentoring teams, and creating user-friendly product applications and features. Possesses strong presentation, communication, critical thinking, and problem-solving skills.

## ACHIEVEMENTS

Patent Accepted– vSAN  
Single Cluster  
Troubleshooting Dashboard

UX Instructor – University of  
Berkeley

Published White Paper:  
'Onsite Offshore Usability  
Challenges'

Published Article: 'Usability  
in Technical Writing'

Gave a Lecture: 'User  
Experience Design in Real  
Industry' at IIT Kanpur

## TOOLS

Figma, Sketch,  
Photoshop, Miro etc.

## EDUCATION

Master's in computer science  
(Pune, India)

Bachelor's in computer science  
(Pune, India)

HCI Certification (Ohio  
University)

## EXPERIENCE

### **Staff Product Designer – Broadcom**

(VMware was acquired by Broadcom in Nov 2023)

### **Senior Product Designer – VMWARE**

2020 - Current.

#### **Tanzu Application Platform (TAP):**

- Lead the end-to-end (E2E) experience for three significant features within VMware TAP: Tanzu Supply Chain, Secure Tools, and Deploy. In this capacity, I work in close collaboration with other senior designer to meticulously define and craft these experiences, ensuring alignment with user needs and design best practices.
- Actively share UX best practices across the organization to elevate the user experience and promote a culture of design excellence.
- Contribute significantly to shaping the strategic direction of these features within the VMware Tanzu Application Platform, collaborating closely with cross-functional partners to navigate evolving technical landscapes, leverage emerging technologies, and facilitate learning and iteration.
- Play a pivotal role in mentoring fellow designers, actively contributing to the team's growth and scalability.
- Continually hone skills in visual design, interaction design, and prototyping to excel in delivering top-quality user experiences  
Tanzu Application Platform

#### **Virtual Storage Area Network (vSAN)**

I delivered the end-to-end application designs for vSAN. My primary goal was to bring an outside-in perspective so that I could align and solve for customer needs.

- Identified, synthesized, and vocalized customer needs to help drive the product roadmap with Product Management and other cross-functional partners (ex: Customer Zero and Global Support Services).
- Worked closely with Product Management and Engineering teams to develop design briefs outlining the Minimum Viable Product (MVP), conduct user testing, and iterate on design solutions tailored for our Virtual Infrastructure (VI) Administrators.
- Worked collaboratively with Product Management to define success metrics to enable a clear understanding of how the designs impacted both the customers and VMware goals.

## ARTICLES PUBLISHED

Lay of the land -Enterprise product design

Building Language and Cultural Gaps Across the Pacific – A User Research Perspective

What Makes You a Successful UX Designer When Working on Blackbox Projects?

Making Sense of 'UX Designer' Interview Process in the Bay Area

## SKILLS

UX Strategy, Interaction design, UX Research, Information Architecture, Wireframing, Design System, Prototyping, Visual Design, User Research, Agile

- Collaborated with the Accessibility and Design System teams to make sure designs were scalable and flexible and that the prototypes aligned with VMware standards and best practices.
- Championed design critique events to get feedback on concepts and new ideas with extended product design teams.
- Mentored junior product designers to support design standards and principles. Diligently worked to educate and align these team members to the product and user goals.

### Senior Product Designer – Mode Analytics

2019

I was hired to bring my design thinking to the access control part of the product at Mode. My goals were to uncover unmet customer needs and to identify existing gaps in the product design process.

- Conducted a heuristic analysis of existing products to understand product gaps.
- Reviewed existing customer research and sat in on various customer calls to better understand the end-user needs.
- Championed the creation of a 'Design Gardening Program' which made sure the design was consistent across Mode. Facilitated bi-weekly meetings with other designers to work on this program with me.
- Defined the framework requirements with stakeholders for RBAC (Role-Based Access Control). Encouraged multiple discussions with key players to talk about the bigger picture of how RBAC fits into the regular usage of Mode critical functionality across the wider customer ecosystem.

### Principal Product Designer – Panasonic

2018 - 2019

I worked for a startup within Panasonic, and I brought a human-centered lens to the design of Machine Learning / Deep Learning AI products to build software for maintenance engineers. I collaborated with business stakeholders and the CEO to understand the high-level UX strategy the company needed to take with Panasonic so that I could align my product design goals accordingly.

- Facilitated user research interviews to expose customer insights, needs, & pain points.
- Conducted design thinking workshops with product management, data science teams, & engineering members to vet out design ideas.
- Crafted user-centered designs and end-to-end customer journeys through collaboration with cross-functional and design teams
- Built product release prioritization based on the product vision roadmap along with the product management team.
- Defined and tracked product success KPI's and metrics along with the product management team.
- Built concepts and new ideas to stakeholders, cross-functional and senior leadership.
- Developed click-through detailed wireframes in Sketch and InVision based on sprint deliverable requirements.
- Conducted user test sessions to validate designs.

### **Principal Product Designer – Calix Systems**

2017 - 2018

I was hired as Principal UX to bridge the gap between product engineering and product management. By facilitating communication between business and product management and by speaking with the customers, I was able to help define the product design strategy by understanding their goals, pain points, and expectations. As a designer, I helped to visualize solutions for management by conducting design workshops and then I brought these design visions into practice. I also helped instill the UX agile workflows into the existing agile development process.

### **Lead Product Designer – Cisco Systems**

2013 - 2017

Led projects for the network security business group. The challenge with Cisco's network security products was to bring the intense data-focused product together with a user-friendly UI that allowed the 'Threat Investigator' (user group) to complete their tasks in a minimalistic, intuitive, & efficient manner. To achieve this goal, I tapped into 'Data Visualization', which was a very unique approach in our domain.

### **Product Designer – Western Union**

2011 - 2013

Working for Western Union was very challenging because it required that I introduce new ideas into an established 160+ year-old company. A big portion of my job was collaborating cross-functionally with various department leads to understand their part of the business and their pain-points. One of the things I am most proud of is that I was able to analyze the VOC (Voice of Customer) data from various channels and built a quarterly scorecard, which helped the product teams prioritize items on their roadmap.