



TUSHAR ROY

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SUMMARY

Hands-on UX Design Leader | Bridging Business Goals & User Needs | 20+ Years of UX Strategy, Research & Design Systems | Host of The Enterprise Design Podcast

CORE COMPETENCIES

UX Strategy & Leadership:	UX Strategy & Roadmap Execution, Cross-Functional Collaboration & Stakeholder Management, Team Building, Hiring, & Mentorship, Design Thinking & Workshop Facilitation, Design Evangelism & UX Education
UX Design & Research:	User-Centered Design (UCD), Persona Development & Journey Mapping, Usability Testing, A/B Testing, & Heuristic Evaluation, Data-Driven Insights & Behavioral Analytics, Conversion Optimization
Design Execution & Delivery:	Design System Implementation, UX Writing & Content Strategy, Interaction Design & Visual Design, Information Architecture, Wireframing & Rapid Prototyping, Cross-Platform UI Design & Accessibility (WCAG Compliance)
Process & Methodology:	Scalable Design Processes & Process Optimization, Design Operations (DesignOps), Agile/Scrum Methodology, Sprint Planning & Iterative Development
Tools and Technologies:	Figma (Advanced Prototyping), Adobe XD, Framer, WebFlow, Optimal Workshop, FullStory, Google Analytics, HTML, CSS, JavaScript, AI-Powered UX Tools
Thought Leadership:	Co-host of <u>The Enterprise Design Podcast</u> with 2k+ listeners, discussing enterprise UX challenges and best practices in design.

WORK EXPERIENCE

Broadcom Inc. — Palo Alto, CA

Principal Product Designer – VMware Cloud Foundation (Nov 2023 - Present)

- Currently spearheading the strategic integration of planning, licensing, and marketplace tools into the VCF Business Services platform to create a unified experience projected to increase adoption by 25-30% and reduce customer onboarding time from weeks to days in the upcoming VCF 9.0 release.
- Optimized key VCF Marketplace workflows, including subscribing and publishing, using micro-interactions & motion design to guide users through complex cloud workflows, resulting in a 30% increase in task efficiency for VCF customers and 50% for solution providers.
- Conceptualized VCF's first-ever security and compliance dashboard with real-time visualizations, enhancing usability & adoption. for virtual infrastructure administrators, enabling threat detection and response 3x faster, and enhancing security postures across both connected and air-gapped deployments.

VMware Inc. — Palo Alto, CA

Senior Design Manager (Jun 2021 - Oct 2023)

- Led product design for 30+ initiatives (2000+ person engineering org, managing 7 designers across the US, India, and Bulgaria), driving a 4x increase in user engagement, 25% lower development costs, and establishing a Figma-based design system that standardized UX across the organization.

- Introduced UX education and accessibility programs for cross-functional teams, resulting in a 3x increase in design engagement and a 5x increase in positive customer reviews through improved usability.
- Implemented a 3-tier design support model (design-led, design-supported, and design-aware), achieving 100% UX coverage across all initiatives, establishing a scalable framework for UX maturity across the org.
- Centralized VMware's Design Platform, unifying operations for 270+ designers and engineers, reducing ad-hoc design consultations by 50% and increasing adoption of standardized design practices by 25%.
- Fostered a cohesive one-VMware design community by establishing 17 Strategic Initiative Groups (SIGs), tripling team engagement, improving design consistency, and reducing administrative overhead by 75%.

VMware Inc. — Palo Alto, CA

Senior Product Designer (Dec 2015 - Jun 2021)

- Led 12+ research-driven design initiatives for VMware Platform Services, achieving 80%+ CSAT across enterprise solutions by applying user-centered research and iterative design processes..
- Drove cross-functional roadmap alignment and prioritization through strategic workshops, reducing project delays by 10% and accelerating go-to-market time by 30% for key design-led initiatives.
- Mentored designers through structured feedback and coaching, improving design quality (as measured by internal design reviews) and increasing cross-functional collaboration by 50%.
- Designed a modern Enterprise Service Management from the ground up, replacing legacy ITSM systems for VMware and Dell saving VMware \$2M in licensing costs and \$3.6M in phone support.
- Transformed VMware Learning Platform UX into a modern 'lite' version of the legacy system, converting an internal service into a commercial offering adopted by 30+ enterprise clients.
- Led design for VMware's Mobile Applications group, hiring 4 contractors, and designing over 20+ mobile apps in 3 years for the VMware ecosystem.
- Transformed the sales experience for VMware Sales agents, partners, and customers, reducing dependency on legacy desktop sales platforms like SAP HANA and Oracle ERP by 75% (agents) and 92%+ (execs).
- Led design of vNavigator, IoT-based interactive navigation app for Palo Alto campus, enabling workstation booking, occupancy analytics, mapping, & more to improve productivity & save 10%+ on resources.
- Conceptualized and designed vPogo, an AR based mobile game that helped identify 250+ network blind spots and improve wifi connectivity across the 100+ acres Palo Alto campus.

PREVIOUS WORK EXPERIENCE

VMware Inc. — Palo Alto, CA - Lead UI Developer (Dec 2013 - Dec 2015)

Apple Inc. — Cupertino, CA - Senior UI Developer (May 2012 - Dec 2013)

Ericsson. — Kolkata, India - Senior Solution Integrator (Nov 2011 - May 2012)

IBM Inc. — Kolkata, India - Senior Software Engineer (Jan 2007 - Nov 2011)

Nous Infosystems — Bengaluru, India - Senior UI Developer (Oct 2003 - Jan 2007)

EDUCATION

Bachelor of Computer Applications, *Bangalore University* - 2003

CERTIFICATIONS

Leading People, Culture, and Innovation, *Stanford School of Engineering* - 2024

High Impact Leadership, *University of California, Berkeley, Haas School of Business* - 2022

Certified Usability Analyst, *Human Factors International* - 2018