

# PRAKAASH SELVARAJ

DESIGN & PRODUCT LEADER

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Design and product leader with **20+ years** leading design and strategy through complex platform shifts — products millions of people rely on. Most recently led the **AI-Native Platform Experience** at ServiceNow; previously shaped a **\$3B collaboration portfolio** at Cisco spanning consumer, prosumer, and enterprise. Work tends to show up as measurable outcomes: 10x productivity gains on an agentic PoC, 61% market share in Webex cloud calling, 350K-user mobile launches, and Red Dot awards for device portfolios.

Built and led globally distributed teams of **50+ across four countries**. Known for designing careers, not just products.

## EDUCATION

**Master of Science**, Industrial & Systems Engineering — Human Factors (HCI)

Virginia Tech · Blacksburg, VA

**Bachelor of Science**, Chemical Engineering

Madras University · Chennai, India

## CORE COMPETENCIES

**LEADERSHIP:** Design Vision & Strategy, Global Team Building (50+), Executive Stakeholder Management, Mentorship & Org Design, Cross-BU Alignment

**DESIGN CRAFT:** Interaction Design, Information Architecture, Design Systems at Scale, UX Engineering, Prototyping

**AI & EMERGING:** 0→1 Product Design, Agentic AI, Human-in-the-Loop, LLM Interfaces, Voice AI, IoT

**RESEARCH:** Design Sprints, Contextual Inquiry, Lean UX Validation, Field Research

**PLATFORMS:** Enterprise SaaS, Mobile (iOS/Android), Hardware & Devices, Web, Voice & Multi-modal

**PROCESS:** Agile, Lean UX, Kanban, Design Thinking Framework, DesignOps

## AWARDS

**Red Dot Design Awards** — Cisco DX Series & 500/700 Headsets

**Make Your Mark Award** — Selected by EVP for high-potential executive leadership

**Key Player Award** — Awarded by SVP for business contribution

## PROFESSIONAL EXPERIENCE

### Head of Platform Product Experiences

2021 – 2026

ServiceNow · Santa Clara, CA

Led design for ServiceNow's **AI-Native Platform Experience (AINPX)**, the foundational layer enterprise workers interact with across IT, CRM, HR, and more. Scope spanned intelligent web surfaces, mobile platform, design systems, and agentic workflows across 40+ scrum teams.

#### AI-Native Platform Experience — The Operating Layer

- Originated the vision for ServiceNow's unified AI-native operating layer, replacing multiple fragmented workspace experiences with **intelligent proactive surfaces**. Established the **Intelligent Home concept**, translating ambiguous agentic workflow requirements into human-centered UX via a PoC.
- Designed the **human-in-the-loop interaction** patterns for ServiceNow's AI surface: explainability signals and review controls on every ranking and generated draft, keeping people in command of agentic work. The PoC reached 10x productivity gains end-to-end with zero workspace switches (a representative approval flow from ~20 min to ~2 min).
- Established AINPX as the **canonical AI platform layer** across admin, fulfiller, and employee experiences — not a BU-specific feature — anchored on shared technical foundations: Context Engine, Lit.js, and Conversational AI.

#### Mobile Platform Strategy

- Repositioned mobile as the **'last-mile' AI surface** for human approval and real-world action. Defined a **build-once, embed-everywhere architecture** eliminating the mobile configuration burden that previously blocked adoption.
- Launched EmployeeWorks (first AINPX experience on mobile). Established mobile as the **primary platform for frontline workers** across multiple BUs (e.g. ICW, FSM, and Retail). Native app launch for 350K employees at a Fortune 500 deployment; 50+ app opens per shift.

#### Platform Design Enablement & Systems

- Reimagined how design systems scale in the AI era. Built an **MCP-based (Model Context Protocol) creation and governance workflow**, plus a cross-BU contribution model, so consistent patterns ship faster across the platform.
- Drove the shift from component-based release planning to **outcome-aligned workstreams**, improving delivery predictability across **40+ scrum teams**. Led primary contribution to ServiceNow's Horizon design system (web + mobile Figma libraries).

**SENIOR DIRECTOR, COLLABORATION GROUP**

2007 – 2021

Cisco · San Jose, CA

Promoted from Senior UX Designer to Senior Director over 13 years. Built and led a globally distributed team of **50+ creatives** — 9 design managers across 6 locations in 4 countries — spanning interaction, visual, motion, industrial design, research, design systems, UX engineering, and content strategy. Shaped product strategy for a **\$3B portfolio** across Webex, Unified Communications, Contact Center, and Devices. Reported directly to GMs; served as voice of design in executive forums.

**Calling & Collaboration — Platform Unification**

- Unified four competing calling and collaboration applications into a single modular platform (Webex Teams) — after **multiple prior failed attempts** across three business units. Integrated premise-based UC and BroadSoft cloud calling; spearheaded rapid cloud-calling onboarding during Covid-19 for migrating premise customers. **Reduced portfolio from 4 apps to 1**, directly supporting the Collaboration Group's consolidation strategy.
- Led design on Cisco Control Hub, integrating the newly acquired BroadSoft cloud calling into a single pane of glass. Reached **61% market share** in cloud calling and recognized by customers for simplified deployment, configuration, and day-to-day management.

**Contact Center — Cloud-Native Agent Experience**

- Directed concept-to-execution of **next-generation Webex Contact Center agent desktop** — cloud-based, web-enabled, omnichannel — after a month-long field research trip across 6 contact centers. Introduced a graphical flow-designer interface replacing complex script-based configurations. Early field trials generated overwhelming positive feedback, prompting the business to re-prioritize the backlog around it.

**Collaboration Devices & AI Innovation**

- Conceptualized and led design for **Webex Assistant**, Cisco's AI-powered meeting room experience. Its **Proactive Join** feature became the most-used Assistant capability and was publicly featured in **ZDNet** as a category-defining experience.
- Overhauled industrial design and UX across IP phones, DX Series personal telepresence, Webex Desk Hub, and the 500/700 headset portfolios (with iOS, Android, and Web companion apps). Result: **Red Dot awards** for DX Series (2014) and 500/700 headsets (2020) — the headset line became the **fastest-growing product** in Cisco's hardware group.
- Pioneered **UX Engineering** into the Collaboration Group — incubated a skunkworks design technologist team that validated the model's ROI and became standard practice across the division, accelerating concept-to-prototype velocity.

**Team, Culture & Process**

- Grew design org from **5 to 50+ creatives over 13 years**, co-created a transparent career development framework, and fostered a culture recognized internally through an intra-company TV interview as one of the best teams at Cisco. Contributed to the **Cisco Design Thinking framework** adopted across the company.
- Researched and evangelized a custom design process integrating **Kanban and Lean UX** that seamlessly fit the org's transition to agile development — now referenced as a model practice within the division.

**ADDITIONAL EXPERIENCE****Senior Usability Engineer** Lexmark, Inc. Lexington, KY

2004 – 2007

Researched and designed reviewer-acclaimed UIs for Lexmark hardware and software products; recognized with Buyers Laboratory and BERTL awards.

**Usability Engineer (Co-op)** GE GXS, Gaithersburg, MD

2002 – 2003

Designed UIs for web and desktop products across the GXS portfolio.