

Balkrishna L Parab

Phone: +91 98672 92324 | Email: balkrishnap@me.com | Location: Mumbai & Pune | [PORTFOLIO](#)

SUMMARY

Enterprise UX & Product Design Executive with 20+ years of global experience leading digital transformation across banking, telecom, and Fortune 500 ecosystems in the US and India. Proven track record of building and scaling design organizations, establishing enterprise design governance, and integrating AI-driven experience systems that accelerate growth, reduce operational friction, and improve customer engagement at scale. Recognized with CIO 100 Awards and patented UX innovations. Expert in transforming UX from a delivery function into a strategic business capability aligned with revenue, compliance, and modernization initiatives.

EXECUTIVE IMPACT HIGHLIGHTS

- Led enterprise UX transformation across multi-million-user banking ecosystem
- Built and scaled multidisciplinary UX teams (Design, Research, Conversational AI)
- Improved design-to-dev velocity by 25% through systemized component architecture
- Delivered \$1M+ annual savings via enterprise design systems (Verizon)
- Architected award-winning Digital Transformation initiatives
- Designed and launched GenAI-powered chatbot experiences across web & mobile
- 2 Approved UX Patents | CIO 100 Award (2018, 2020)

CORE EXECUTIVE CAPABILITIES

- Enterprise UX Strategy & Governance
- Hands-On Product Design & Prototyping (Figma, AI-assisted workflows, cursor)
- AI-Driven Experience Design & Conver. UX
- Design Systems, Tokens & Component Engineering
- Frontend Collaboration (HTML/CSS, UI)
- Digital Transformation & Experience Modernization
- Data-Driven UX & KPI Alignment
- Design Ops, Org Scaling & Performance Metrics
- Accessibility & Regulatory Compliance (WCAG 2.1)

EXPERIENCE

VP – UI/UX & Conversational AI | IDFC FIRST BANK | OCTOBER 2022-PRESENT | INDIA

Strategic Leadership:

- Own UX vision across web, mobile, and AI chatbot
- Built and scaled UX team across research, product design, and AI
- Established enterprise UX governance and design maturity framework

Transformation Impact:

- Architected enterprise UX + Gen Ai Design System (tokens, components, accessibility framework)
- Improved delivery velocity by 25% through structured design ops and dev-ready frameworks
- Led experience strategy for award-winning Digital Transformation Program (GFF2025 recognition)
- Modernized key journeys across onboarding, lending, cards, and digital calculators

Principal Engineer | Verizon Data Services | October 2016-2022 | (US & India)

Strategic Leadership:

- Brainchild and Built Verizon's first enterprise Unified UI System adopted across product verticals
- Delivered \$1M+ annual savings via reusable component architecture
- Led 20+ cross-functional team (UX, Research, Engineering)
- Developed reusable component libraries and accessibility-ready UI patterns
- Delivered high-fidelity prototypes adopted across global product teams
- Contributed to patent-backed UX innovation

SR. UX ARCHITECT | BRILLIO LLC | TAMPA, FL AUGUST 2013- MAY 2016

- Led UX strategy for multiple Fortune 500 clients, driving innovation workshops and turning insights into scalable UI solutions.
- Designed patent-winning visualization tools and frameworks adopted globally.

SR. INFORMATION ARCHITECT | Mphasis | USA, INDIA AUGUST 2005- AUGUST 2013

- Built foundational mobile & web UX capabilities across global teams.
- Led research initiatives improving product retention by 25%.
- Partnered with engineering to align feasibility with user-centric UX.

TECHNOLOGY & METHODS

Design: Figma (Advanced Systems, Variables, Auto Layout)

Front-end: HTML, CSS, Cursor (AI-assisted frontend prototyping & iteration)

Methods: AI-Driven Design, Design Ops, Lean UX, Agile, Accessibility (WCAG 2.1)

Leadership: Design Strategy, Org Scaling, Governance, Metrics, Cross-Functional Alignment

EDUCATION

- Masters in Information Management System, Phoenix, AZ
- Bachelor in Computer science
- Associate Degree in Electronics Engineering

AWARDS & PATENTS

- CIO 100 Award 2018 & 2020
- Star Performer – Innovation Leadership
- 2 Approved UX Patents, 2014

CERTIFICATION

- SAFe Agilist Certification PO PM & Certified SAFe® 5 Practitioner