

BALKRISHNA PARAB

VP of UX & Service Design · AI-Led Experience Systems · Enterprise CX Transformation

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PROFESSIONAL SUMMARY

Enterprise UX & Service Design leader with 20+ years driving large-scale CX transformation across banking, telecom, and tech. Focused on AI-led experience systems — integrating conversational AI, intelligent automation, and personalization into omnichannel journeys. Proven track record establishing service design practices, defining CX governance, and delivering measurable business impact through journey optimization, AI-driven product experiences, and scalable design systems. Operates at the intersection of design, AI, engineering, and business strategy.

IMPACT AT A GLANCE

22%+

Journey Conversion Uplift

35%+

Service Automation via AI

\$1M+

Annual Savings

70%+

Enterprise Platform Adoption

CORE COMPETENCIES

AI in Product Design: Conversational AI · Generative UX · AI-driven personalization · Intelligent user flows · Human-centered AI principles · LLM-powered features · Recommendation systems

AI-Assisted Design & Design-to-Code: AI ideation & prototyping · Prompt engineering for design · Figma + MCP server · Cursor.ai · Framer · Design tokens · HTML/CSS/React

Service Design & CX Strategy: Service blueprints · Journey orchestration · Omnichannel design · CX governance · Experience architecture

Leadership & Systems: Cross-functional leadership · Practice building · Enterprise design systems · Design ops · Stakeholder influence

Research & Validation: Journey analytics · A/B testing · Usability testing · UX success metrics · Behavioral insights

PROFESSIONAL EXPERIENCE

VP — UX, Service Design & Conversational AI | 2022 – Present

IDFC FIRST Bank · India

- Led UX strategy across product ecosystems, embedding AI-driven personalization, intelligent recommendations, and AI-assisted user flows into core banking journeys.
- Designed and shipped enterprise conversational AI and intelligent automation workflows, driving 35%+ service automation while maintaining graceful human handoff.
- Operationalized AI-assisted design workflows across the team — prompt libraries, generative ideation, AI-supported research synthesis, and rapid prototyping.
- Partnered with product and engineering on AI-enabled features, ensuring human-centered AI principles (clarity, trust, transparency, fallback) were built in from the start.
- Defined enterprise service design frameworks, CX governance, and journey KPIs; built scalable design systems and low-code frameworks for consistent deployment.
- Outcome: 22%+ improvement in end-to-end journey conversion; 35%+ AI-driven service automation.

Principal Design Engineer | 2016 – 2022

Verizon Data Services · USA

- Transformed fragmented digital ecosystems into a unified service experience platform, designing system-level architecture for seamless cross-channel journeys.
- Drove design-to-code alignment with engineering — component libraries, design tokens, and frontend handoff workflows — reducing rework and accelerating delivery.
- Partnered with C-suite to define enterprise CX strategy and platform vision; established WCAG accessibility and consistency governance as non-negotiable baselines.
- Outcome: 70%+ enterprise platform adoption; \$1M+ annual savings; CIO 100 Awards (2018, 2020); 2 approved design innovation patents.

Senior UX Architect | 2013 – 2016

Brillio LLC - Verizon · USA

- Defined customer journey maps and service blueprints for enterprise clients across Verizon, telecom, and tech; delivered CX programs improving operational efficiency by ~25%.
- Established reusable research, usability testing, and validation frameworks supporting scalable, data-informed service design delivery.
- Coached client teams on systems thinking and journey orchestration — shifting delivery from screen-level UX to end-to-end experience strategy.

Senior Information Architect | 2005 – 2013

Mphasis · India & USA

- Built foundational UX and information architecture capabilities across global delivery teams in banking, insurance, and technology.
- Led end-to-end experience design on enterprise platforms; partnered with cross-functional teams to deliver scalable, research-driven customer experiences.

AI & INNOVATION HIGHLIGHTS

- Designed and shipped enterprise conversational AI assistants integrated with core banking journeys, balancing automation with graceful human handoff.
- Embedded AI-driven personalization and recommendation logic into product experiences — turning static flows into adaptive, intent-aware journeys.
- Operationalized AI-assisted design workflows: prompt libraries for UX writing, generative ideation, AI-supported research synthesis, rapid prototyping.
- Drove design-to-code through Figma + MCP server, Cursor.ai, and Framer — shrinking the gap between design intent and shipped frontend code.
- Established human-centred AI guidelines covering trust, transparency, error states, and ethical use across customer-facing AI experiences.

EDUCATION, CERTIFICATIONS & RECOGNITION

Education

Management Information Systems,
University of Phoenix, AZ

Certifications

SAFe Agile PO/PM
Certified SAFe Practitioner

Recognition

CIO 100 Award — 2018 & 2020
(Verizon)
2 Approved Design Innovation
Patents