

Parimal Vyas

PRODUCT EXPERIENCE DESIGNER | ENTERPRISE SAAS & CLOUD PLATFORMS

Product Experience Designer and hands-on designer with 11+ years of experience across enterprise software, cloud infrastructure, healthcare, and accessibility. I lead a six-person design team and stay involved in product strategy, research, measurement, and design.

<https://parimal.xyz> · parimal.design@gmail.com · +1 317-734-4220

EXPERIENCE

HashiCorp to IBM

Manager, Product Experience - IBM

January 2025-present

- Led a six-person product design team through the HashiCorp-to-IBM acquisition and integration. The team recorded no voluntary or involuntary departures during that period; the reasons people stayed are not recorded.
- Worked directly on platform strategy across HCP and adjacent cloud experiences, comparing existing product models, identifying inconsistencies, and proposing a single platform-experience direction.
- Stepped into complex product work alongside IC designers to frame problems, work through interaction and system-level decisions, and unblock teams on stalled work.
- Built a team-editable working agreement, restarted core ceremonies, and created an engineering, product, and design (EPD) retrospective path that carried recurring issues to leadership.
- Built the evidence case for a new research function. Leadership funded the function and hired a research manager and three researchers.
- Established a hypothesis-led measurement practice across HashiCorp Cloud Platform (HCP) so product decisions were backed by research and success metrics.
- Helped shape an HCP usability sweep and the workflow around a Figma QA agent used by more than 100 designers across the HashiCorp business unit.
- Unified the design process and repository, increasing measured team velocity by 20%.
- Hired one product designer to the team and set growth plans and performance-review processes for all six direct reports.

Senior Product Designer - HashiCorp

April 2024-January 2025

- Led identity and access management (IAM) and role-based access control integration across HashiCorp Cloud Platform for the company's top 4,000 enterprise customers. The work improved enterprise-cohort retention by 15% and accelerated role-based access control adoption across HCP products.
- Audited design patterns across four HCP products, standardizing shared design-system components and adding HCP-specific ones where none existed.
- Documented research practices across the design organization so teams could take a more consistent approach to planning, conducting, and sharing research.

[Related work: Design Management Through Change](#)

VMware

Senior Product Designer - VMware

June 2020-April 2024

- Led product design for Data Solutions on Cloud Director, unifying fragmented data-service workflows inside one multi-tenant experience.
- Designed one creation flow with templates and an optional YAML path for experienced users, alongside centralized monitoring and recovery.
- The product reached 70% weekly adoption, and 85% of surveyed users said it met their expectations.
- Led three cross-product initiatives and six feature upgrades that supported customer retention and 25% year-over-year growth in the first quarter of fiscal year 2024.
- Created a Clarity product and feature onboarding library that reduced design hours for 250 designers.
- Led two workshops with 15 cloud providers to improve information architecture and virtual-machine creation.

[Related work: Data Solutions on Cloud Director](#)

EXPERIENCE CONTINUED

Roche

UX/UI Designer - Roche

May 2019-December 2019

- Owned the Accu-Chek subscriptions and checkout redesign as the engagement's solo designer, working within Magento, Salesforce Commerce Cloud, legal, and technical constraints.
- The redesigned experience contributed to a 40% increase in sales.
- In round-two usability testing, 8 of 10 participants completed the revised subscriptions task using the new predictive test-strip guidance.

[Related work: The Accu-Chek eCommerce Experience](#)

Indiana University

Graduate Research Assistant - Indiana University

August 2018-May 2020

- Led five designers within the broader eight-person research team. Contributed to a 20-participant study of entirely auditory keyboards for blind users.
- Led research and experience design for subsequent Keyflow layouts from August 2019.
- The research received a Google Faculty Research Award and National Science Foundation support. The work was published at ASSETS 2019.

[Related work: Screenless Typing](#)

Pramati Technologies

Interaction Designer - Pramati Technologies

February 2017-July 2018

- Contributed to the manager-first redesign of IMIcampaign, including its information architecture, performance visualization, campaign canvas, and scheduling model.
- The team reported 50% faster product navigation, at least 30% faster targeted-campaign creation, and 45% less handoff time.

[Related work: Campaign Management System](#)

Infosys

UX/UI Designer Analyst - Infosys

August 2014-January 2017

- Designed and prototyped proof-of-concept work across finance, sports, and taxation projects in the Bengaluru Digital Design Studio.

SKILLS

Leadership

People management, hiring, coaching, career development, performance management, design operations, cross-functional leadership, research strategy.

Strategy and research

Product strategy, product discovery, systems thinking, research planning, user interviews, research synthesis, usability testing, journey mapping, heuristic evaluation.

AI-assisted design

Figma QA automation, rapid prototyping, design critique, research synthesis.

Product design

Enterprise SaaS, cloud infrastructure, platform design, multi-tenant systems, IAM and RBAC, information architecture, interaction design, prototyping, service design, design systems.

Measurement and accessibility

Hypothesis-led measurement, product success metrics, data-informed design, accessibility.

Tools

Figma, FigJam, Miro, Jira, Confluence, UserZoom, UserTesting, IBM Bob.

EDUCATION AND PUBLICATION

- Master of Science, Human-Computer Interaction - Indiana University, Indianapolis
- B.Tech, Information Technology
- [Typing Slowly but Screen-Free: Exploring Navigation over Entirely Auditory Keyboards](#), ASSETS 2019.