

# Sangeeta Parakala

## SENIOR DESIGN MANAGER | AI & PRODUCT DESIGN

AI Experiences • Consumer Trust • Complex Systems • Scalable Platforms

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### Professional Summary

Design leader with 10+ years of experience building and scaling digital products across complex, data-rich environments. Specialize in designing AI-enabled experiences that transform complex insights into simple, human, and actionable decisions. Experienced in leading cross-functional teams, establishing design systems, and shaping product vision in fast-paced environments. Known for balancing systems thinking with empathy—creating experiences that build trust, reduce cognitive load, and empower users at scale.

### Skills

#### Product & Service Design

Product Design • Service Design • UX Strategy • Journey Mapping • Info Architecture • 0→1 Product Dvlpmt

#### AI & Interaction Design

AI Experience Design • Explainable AI (XAI) • Human-in-the-Loop Systems • Decision Intelligence • AI Strategy

#### User Experience

Human-Centered Design • UX Research • Usability Testing • Accessibility & Inclusive Design • Data Visualization

#### Platforms & Tools

Web • Mobile • Internal Tools • Clinical Systems • Figma • Axure • Sketch • Miro • HTML • Prototyping

### AI EXPERIENCE & PRINCIPLES

- Designed **AI-assisted experiences that balance automation with human control** ensuring clarity & trust
- Translated complex data and system outputs into simple, actionable user guidance
- Established **interaction patterns for conversational and assistant-driven interfaces**
- Focused on reducing cognitive load and improving decision confidence in high-stakes environments
- Advocated for **human-centered, transparent AI experiences** that feel supportive and intuitive

### Design Leadership

- Built and mentored high-performing design teams, setting a strong bar for quality and craft
- Led design across multiple product teams, ensuring cohesive and scalable experiences
- Influenced product strategy and prioritization through user-centered design thinking
- Fostered collaborative, cross-functional environments aligned on shared outcomes

### Education

MFA, **Graphic Design** | Savannah College of Art & Design (SCAD), Savannah GA

UX **Design Principles for AR/VR** | Tandon School of Engineering, NYU

### EXPERIENCE

#### Slope.IO | **LEAD & SOLE DESIGNER** | AUG 2024 ONWARDS

- Led design of an AI-powered platform, transforming complex workflows into **clear, guided user experiences**
- Designed conversational and assistant-driven interfaces that help users **navigate complex decisions with confidence**
- Simplified dense data into **intuitive, human-readable insights and actions**
- Partnered with product and engineering to define product direction in a fast-paced, ambiguous environment
- Contributed to \$10M+ in enterprise contracts through improved usability and product clarity

**The UX Consultant | EXPERIENCE STRATEGIST | DEC 2023 ONWARDS**

- Led **information architecture, design system alignment, and service design** for Hexagon's global corporate platform
- Conducted research and defined experience strategy for **US Chess Federation**, improving public and member-facing systems

**Omnicell | SR. DESIGNER & MANAGER, DESIGN TEAM | JULY 2021 - NOV 2023**

- Led design strategy for a \$1.3B cloud-based SaaS platform used by 3,000+ hospitals and 2M+ users
- Designed cross-platform experiences across cloud and physical systems (robotics/cabinets)
- Led **cross-channel experience design**, ensuring consistency across hybrid environments
- Designed **decision-support workflows** across operational and analytics systems used by pharmacists
- Translated complex system data into **actionable insights for real-time decision-making**
- Established **cross-product experience standards** across cloud, analytics, and physical systems
- Reduced cognitive load in high-pressure environments by simplifying complex workflows
- Designed systems that supported **real-time decision-making under stress**
- Improved usability and efficiency, saving pharmacists **7+ minutes per task**

**UnitedHealth Group (Optum) | LEAD PRODUCT DESIGNER | AUG 2016 - JULY 2021**

- Designed enterprise healthcare platforms including clinical decision support and patient-facing applications
- Designed experiences for **patients and providers**, improving engagement and decision-making
- Designed **AI-driven clinical decision support frameworks**, translating probabilistic recommendations into usable workflows
- Built early conversational interfaces to support **guided interactions in complex workflows**
- Balanced **automation with clinician control** in high-risk healthcare environments
- Led user research and influenced product strategy across teams

**Lenovo | CX ANALYST/ UE ENGINEER | OCT 2014 - AUG 2016**

- Led UX for Out-of-Box Experience (OOBE) across ThinkSystem products
- Partnered with Google to define UX standards for Chrome systems
- Conducted usability research and translated insights into product improvements

**IBM | SOLUTION DESIGNER/ USABILITY ANALYST | MAY 2009 - MAY 2014**

- Designed B2B enterprise tools, automating workflows and improving efficiency
- Defined usability frameworks and ROI metrics for enterprise systems