

Bhushan Prakash

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Summary

I am a senior UX designer with over 5+ years of experience designing intuitive, functional solutions for complex enterprise applications across energy, finance, nonprofits, and other highly regulated domains.

I have designed and implemented a wide range of end-to-end user experiences across 5+ enterprise SaaS and B2B products, from concept to production release. I have driven cohesive, scalable, and sustainable design processes in multiple complex enterprise environments of varying levels of maturity.

I have a reputation for transforming chaotic, high-risk situations to deliver sustainable, user-centered, high-impact outcomes, bridging strategy, execution, and enterprise adoption.

Experience

NextEra Energy Inc., Juno Beach, FL

Jan 2023 – present

Sr. UX Designer (contractor through K-Force Inc.)

NextEra Energy Inc. is a \$170 billion energy company with 20,000 employees. I am responsible for UX design for 5+ enterprise SaaS applications in the 500-person Data and Innovation team under the Power Delivery and IT Business Solutions unit.

- Power Delivery lacked a design culture, causing chaotic releases, low velocity, and poor user satisfaction. I introduced a user-centered process with early feedback and scalable assets, integrating AI-driven, spec-based development. This reduced ideation-to-release time, improved satisfaction, increased velocity, and established a trusted, scalable design culture.
- Light+ was failing—poor UX, high rework, and manual onboarding eroded trust and slowed teams. I rebuilt the product through discovery, personas, and iterative design, overcoming resistance to establish a design-led cadence. Within two quarters, we shipped six features, increased velocity, reduced rework, and restored stakeholder confidence.
- Limited visibility across 35+ enterprise applications caused reactive incident management, slow resolution, heavy manual effort, frustrated leaders, and financial risk. I independently drove discovery, design, and MVP delivery of an observability dashboard. Though it didn't scale, it inspired an enterprise Power BI dashboard, improved leadership visibility, and strengthened my reputation for fast, independent execution.
- Employees couldn't efficiently find or request enterprise data, leading to delays, frustration, and rising costs. I co-designed and rapidly prototyped a data discovery platform using UXPin in close collaboration with design and engineering. Access time shrank, 6k+ datasets were onboarded, costs dropped, and I earned senior-level project opportunities.
- NextEra's 15-day onboarding left new hires idle, managers blocked, and security and financial risks piling up from manual errors. I drove a designer-developer-led automation vision. We cut access time to one day, eliminated most errors, and earned leadership trust for larger transformation initiatives.

Capital Group

Indianapolis, IN

UX Designer (contractor through K-Force Inc.)

May 2022 – Dec 2022

Capital Group is a premier, privately owned global investment management company with over \$3 trillion in assets under management. I was responsible for UX design for 2 of their enterprise tools used by internal users for transaction and brokerage management.

- Development stalled due to design dependencies, missing components, and unclear prototypes, risking Capital Group's "Brokerage Admin Platform" year-end delivery. I collaborated with the senior designer to enhance the design system and produced review-ready prototypes that could be rapidly iterated to guide development. As a result, delivery accelerated, UI consistency improved, features shipped on time, and leadership recognized my adaptability and impact.

The Polis Center, Indianapolis, IN

Feb 2021 – April 2022

UX Designer

The Polis Center at Indianapolis works with community partners in Indiana and beyond to develop innovative place-based policies and practices for healthier and more resilient communities. I was responsible for adding two new features for their geoinformation-based portal - "Savi Community Profiles."

- User engagement plateaued on SAVI due to inefficient workflows and limited insights. I led discovery to uncover patterns and defined a clear, user-centered roadmap. By presenting data-backed prototypes and partnering with developers, we launched two features, improving engagement and establishing a scalable, research-driven framework adopted by leadership.

MoonRaft Innovation labs(now UST)

Jun 2019 – Dec 2019

Software Developer

Moonraft Innovation Labs is a design-driven customer experience firm, delivering differentiated and impactful experiences for organisations globally. I was part of developing the Taj Hotels customer-facing websites and booking portals using Adobe Experience Manager Suite.

Left to pursue my masters degree

- Taj Hotels' booking platform suffered from severe performance issues, buggy reservation flows, and high user abandonment, impacting customer trust and revenue. Redesigned the asset-loading architecture by optimizing CSS and eliminating redundant JavaScript code, significantly improving booking speed and user experience. The solution was adopted across teams and expanded scope into additional end-to-end platform initiatives.

Tata Consultancy Services

Oct 2016 – Jun 2019

Software Systems Engineer

Tata Consultancy Services is a global IT services and consulting firm specializing in AI-driven solutions, cloud migration, and cybersecurity across 55 countries. I worked in the Enterprise Content Management team supporting life sciences client Roche Diagnostics.

- Roche Diagnostics' website migration was stuck due to limited AEM 6.2 expertise. As SME, I structured the roadmap, mentored developers, and translated requirements into reusable components. We achieved on-time delivery, stabilized execution, and enhanced authoring workflows, regaining business trust.
- A shortage of AEM SMEs slowed enterprise content delivery and increased manual effort for teams managing 400+ marketing pages weekly. I quickly developed expertise in Adobe Experience Manager and built reusable components and page structures, streamlined publishing workflows, reduced support tickets, improved delivery timelines, and strengthened stakeholder confidence.

Skills

Research: User Research, Human-Centered Design, Market Research, Competitive Analysis, Surveys & Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, UX Audits, Requirements Gathering, Systems Thinking, Accessibility, Data-Informed Design, Workshop Facilitation

Strategy: Affinity Mapping, User Personas, Empathy Mapping, Customer Journey Mapping, Information Architecture, User Flows, UX Strategy, Product Strategy, Product Roadmapping, Prioritization Frameworks

Design: Wireframing, Lo-Fi / Hi-Fi Prototyping, Interaction Design, UI Design, Visual Design, Design Systems, Style Guides, Responsive Design, Design Patterns

Technology: Figma, Miro, FigJam, UXPin, Balsamiq, InVision, Adobe Creative Suite, HTML, CSS, Javascript, Figma Make, Windsurf, Figma MCP, Claude Code, White Port Design Studio AI Workflow

Leadership: Cross-Functional Collaboration, Stakeholder Management, Design Critiques & Reviews, Agile / Scrum, Customer-Centric Design, Design Thinking Facilitation, Problem-Solving, Empathy-Driven Leadership

Awards

AT&T Design Hackathon	Oct 2021
<ul style="list-style-type: none">4th Place in best design solution for fan engagement category	
Indiana University Transfer Office	Apr 2021
<ul style="list-style-type: none">Exemplary service design award (UX Design)	
Indiana University Purdue University	Oct 2020
<ul style="list-style-type: none">Indiana University merit scholarship awardee	
Tata Consultancy Services	Aug 2018
<ul style="list-style-type: none">Award of Excellence, Global Enterprise Content Management	

Education

Indiana University	Dec 2022
<ul style="list-style-type: none">MS in Human Computer Interaction	
Dr. Ambedkar Institute of Technology	Jun 2016
<ul style="list-style-type: none">BS in Computer Science	