

# Bhushan Prakash

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## Summary

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Senior UX/Product Designer with 5+ years of experience designing complex enterprise applications across energy, finance, civic data, B2B SaaS, and other highly regulated environments. Skilled at turning ambiguous problem spaces, unclear requirements, and fragmented workflows into clear product direction, scalable design solutions, and production-ready experiences.

I have a reputation for bridging product vision and execution by helping cross-functional teams navigate complexity, make confident decisions, and move enterprise products forward with clarity.

## Experience

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NextEra Energy Inc, West Palm Beach, FL

Jan 2023 – Present

Sr UX Designer

*NextEra Energy Inc. is a \$170 billion energy company with 20,000 employees. I lead UX design for 5+ enterprise applications within the Data & Innovation team under Power Delivery IT and Business Solutions.*

- Power Delivery IT lacked a consistent UX practice, resulting in fragmented workflows, reactive product decisions, and limited user involvement. I established a scalable, user-centered design process across discovery, research, workflow mapping, rapid prototyping, AI-assisted exploration, stakeholder alignment, and engineering collaboration, helping the team reduce ambiguity, validate decisions earlier, and move complex products forward with clearer direction.
- Operations and work production leads lacked visibility into work readiness, blockers, and next actions because planning data lived across eight sources. I used AI-assisted workflows across Claude, Cursor, Windsurf, Figma Make, and Figma MCP to accelerate synthesis and prototyping, moving the Ready-to-Work dashboard from idea to production in under three weeks and improving visibility into ready, blocked, and actionable work.
- Internal business and engineering teams lacked a clear way to discover and request enterprise data, increasing dependency on data owners and support teams. I helped define the product from research through delivery by conducting discovery, synthesizing user needs, designing scalable information architecture, prototyping interaction models, and validating solutions with stakeholders. This improved discoverability, strengthened self-service access, and established reusable platform patterns.
- A legacy situational awareness application used by utility teams lacked clear system feedback, causing users to misinterpret unavailable data as system issues and rely on support teams for preventable blockers. I led discovery, interviews, workflow mapping, information architecture, prototyping, and validation in partnership with engineering to simplify operational tasks. Within two quarters, the team shipped six features and established reusable foundations.
- Limited visibility across enterprise applications made it difficult for application owners and IT support teams to understand system health, prioritize issues, and respond quickly. I independently designed an observability dashboard that translated telemetry into clear system health views, issue-prioritization workflows, and decision-support experiences. This reduced cognitive load during triage, shifted teams toward proactive monitoring, and informed broader enterprise monitoring initiatives.

## Capital Group, Indianapolis, IN

May 2022 – Dec 2022

### UX Designer

*Capital Group is a global investment management firm with over \$3 trillion in assets under management. I supported UX design for two internal enterprise platforms used by business and operations teams for transaction and brokerage management.*

- Capital Group's Brokerage Admin Platform faced delivery risk due to design system gaps, unresolved interaction patterns, and unclear implementation guidance. I partnered with design leadership to expand reusable UI components, clarify prototypes, and deliver implementation-ready design assets while collaborating with business analysts and engineers. This reduced engineering ambiguity, improved platform consistency, and helped features ship on time.

## The Polis Center, Indianapolis, IN

Feb 2021 – Apr 2022

### UX Designer

*The Polis Center works with community partners to support data-informed planning, policy, and place-based decision-making. I was responsible for UX design for two new features within SAVI Community Profiles, a geospatial civic data platform.*

- Users of a civic data platform struggled to navigate complex community data and discover relevant insights. I led moderated and unmoderated usability testing with five users, synthesized findings, facilitated solution brainstorming, prototyped two agreed-upon concepts, and validated them through A/B testing. This guided developer handoff, supported production implementation, and strengthened the foundation for future product enhancements.

## MoonRaft Innovation Labs (now UST)

Jun 2019 – Dec 2019

### Software Engineer

*MoonRaft Innovation Labs is a customer experience firm focused on digital platforms and enterprise implementation. I contributed to the front-end development of Taj Hotels' customer-facing websites and booking portals using Adobe Experience Manager.*

*Left to pursue my master's degree*

- Taj Hotels' booking platform faced performance issues and friction across reservation journeys, contributing to user abandonment risk. In a technical front-end role, I optimized the asset-loading approach by improving CSS delivery and reducing redundant JavaScript dependencies across the platform experience. This improved booking speed, reduced journey friction, and expanded my involvement into additional platform initiatives.

## Tata Consultancy Services

Oct 2016 – Jun 2019

### Software Systems Engineer

*Tata Consultancy Services is a global IT services and consulting firm supporting enterprise technology programs across industries. I worked on the Enterprise Content Management team, delivering Adobe Experience Manager solutions for life sciences client Roche Diagnostics.*

- Roche Diagnostics' AEM migration was delayed by complex authoring needs, unclear implementation paths, and limited platform expertise. As an AEM SME, I helped structure the migration roadmap, translated business and authoring requirements into reusable components, mentored developers, and supported delivery planning. This improved execution clarity, streamlined authoring workflows, and strengthened business confidence.
- A shortage of AEM specialists slowed enterprise content delivery and increased operational overhead across high-volume publishing teams. I developed reusable frameworks, publishing workflows, and

governance patterns that standardized execution, reduced support burden, and improved delivery consistency for cross-functional teams managing 400+ marketing pages weekly.

## Skills

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**Research & Validation:** User Research, User Interviews, Surveys, Usability Testing, A/B Testing, Heuristic Evaluation, UX Audits, Accessibility, Data-Informed Design

**UX Strategy & Systems Thinking:** Requirements Gathering, Workflow Mapping, Information Architecture, User Flows, Journey Mapping, Personas, UX Strategy, Product Strategy, Roadmapping, Prioritization

**Design & Delivery:** Wireframing, Lo-Fi / Hi-Fi Prototyping, Interaction Design, UI / Visual Design, Responsive Design, Design Systems, Design Patterns, Design Documentation, Developer Handoff

**AI, Tools & Technical:** Figma, Figma Make, Figma MCP, Claude, Claude Code, Cursor, Windsurf, Miro, FigJam, Adobe Creative Suite, HTML, CSS, JavaScript, Adobe Experience Manager, Power BI

**Collaboration & Leadership:** Cross-Functional Collaboration, Stakeholder Management, Design Critiques, Workshop Facilitation, Agile / Scrum, Design Thinking Facilitation, Product Delivery Collaboration

## Awards & Recognition

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AT&T Design Hackathon, 4th Place, Best Design Solution, Fan Engagement Category	Oct 2021
Indiana University Transfer Office, Exemplary Service Design Award, UX Design	Apr 2021
Indiana University Merit Scholarship Awardee	Oct 2020
Tata Consultancy Services, Award of Excellence, Global Enterprise Content Management	Aug 2018

## Education

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