Bhushan Prakash

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Summary

I'm a Senior Product Designer with 8+ years of experience designing and building large-scale enterprise software. I help product teams make better decisions by grounding complex technical systems in clear, human-centered design thinking.

As a technical designer, I work side by side with engineering and use AI tools to accelerate solutioning, so what we design is feasible, scalable, and ships as intended. **Most recently at NextEra Energy ($170B+ market cap), my work helped turn fragmented operations into digital tools credited with $3M+ in cost savings.**

Throughout my career, I've been trusted with ambiguous problems, turning loose ideas into clear product strategies and functional software that teams believe in.

Experience

NextEra Energy Inc., Juno Beach, FL — Jan 2023 – Jun 2026

Sr. UX Designer

$170B+ energy company with ~20,000 employees. Designed enterprise-scale grid operations tools across multiple applications within the data and innovation teams.

- Grid operations managers spent 2 hours per work request checking 8 disconnected systems to see whether work was ready to schedule. Through interviews, I reframed the problem from finding data to seeing status at a glance, then used AI prototypes to consolidate 8 systems into one planning view, cutting the 2-hour check by ~90% and earning executive trust to scale future initiatives.
- A map-based digital twin of the power grid (Light+), tracking 500+ substations and 1M+ smart devices, had been nearly abandoned by its users. Leading design end to end, I made the case for discovery over a requested facelift, ran workshops, field visits, and ticket analysis, and built user validation into the team's planning cycle. Within 3 months of relaunch, it reached 400+ unique visitors with 30% fewer support tickets.
- Engineers spent hours manually checking batch jobs and APIs across 35 applications, bottlenecking storm response. Partnering with infrastructure leads, I designed a Power BI dashboard adopted by 5+ teams, giving engineers a single view of down services to rapidly diagnose unfamiliar applications during grid emergencies.
- Employees struggled to find enterprise data, driving up operational delays and software costs. I co-designed and prototyped a self-service data platform (Atlas) in UXPin and streamlined handoff to engineering. The platform onboarded 6,000+ datasets in its first quarter and was credited by leadership with ~$2.4M in savings.
- An automation program cut new-hire system access from 15 days to one day, but adoption across teams lagged. Through usability feedback, I identified adoption barriers, improved the ServiceNow request experience, and recommended how to reach a wider user base, contributing to a program credited with ~$600K in annual savings.

Capital Group, Indianapolis, IN — May 2022 – Dec 2022

UX Designer

Global investment management firm with $3T+ in assets under management. Designed internal tools for transaction and brokerage management.

- Missing components and design dependencies created critical bottlenecks for Capital Group's Brokerage Admin Platform, delaying time-to-ship. To protect on-time delivery, I filled design system gaps and created ~20 review-ready prototype screens, giving developers clear specifications that eliminated build friction and accelerated launch velocity.

The Polis Center, Indianapolis, IN — Feb 2021 – Apr 2022

UX Designer

Research center building place-based data tools for communities. Designed features for SAVI, a public community data platform.

- On SAVI, a public map-based platform, users struggled to analyze related indicators and bring in custom data. Based on 10+ usability tests and A/B testing competing concepts, I designed and launched category-based indicator grouping and a custom CSV upload feature, accelerating data access, boosting user satisfaction, and expanding platform capabilities.

MoonRaft Innovation Labs (now UST) — Jun 2019 – Dec 2019

UX Engineer

Customer experience and design studio. Built Taj Hotels' booking websites on Adobe Experience Manager. Left to pursue my master's degree

- Slow load times on Taj Hotels' global platform created drop-off during guest reservations. I re-engineered asset delivery and optimized CSS, eliminating redundant JavaScript to elevate Google PageSpeed scores across an application drawing 1M+ monthly visits, while concurrently co-designing and building an end-to-end internal employee booking portal.

Tata Consultancy Services — Oct 2016 – Jun 2019

Software Engineer

Global IT services firm. Worked in Enterprise Content Management for life sciences client Roche Diagnostics.

- Roche Diagnostics needed to migrate 30+ global websites from AEM 5.6 to 6.2. Earning platform certification, I served as subject-matter expert and mentored 5+ engineers, architecting 20+ reusable components and leading cross-functional delivery on schedule across APAC, the Americas, and Europe.
- Marketing teams publishing 400–500 pages weekly on Roche Diagnostics' Adobe Experience Manager platform faced rigid templates. I designed customizable components and flexible layouts for non-technical authors, streamlining publishing workflows, reducing support tickets, and lifting user engagement by 20%+, while my production support work saved $1M+ in operational costs.

Skills

Research: User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, UX Audits, Workshop Facilitation, Data-Informed Design, Accessibility

Strategy: Problem Framing, UX & Product Strategy, Personas, Journey Mapping, Information Architecture, User Flows, Prioritization

Design: Complex Workflow Design, Data Visualization & Dashboards, Map-Based Interfaces, Interaction Design, Prototyping (Lo-Fi / Hi-Fi), Design Systems, UI Design

AI & Engineering: Figma Make, Figma MCP, Claude Code, Windsurf, AI-Assisted Prototyping, HTML / CSS / JavaScript, Adobe Experience Manager, Power BI

Tools & Ways of Working: Figma, FigJam, Miro, UXPin, Adobe Creative Suite, ServiceNow, Agile / SAFe, Design-to-Dev Handoff

Awards & Recognition

AT&T Design Hackathon: 4th Place in best design solution for fan engagement category — **Oct 2021**

Indiana University Transfer Office: Exemplary service design award (UX Design) — **Apr 2021**

Tata Consultancy Services: Award of Excellence, Global Enterprise Content Management — **Jun 2019**

Education

Indiana University: MS in Human-Computer Interaction — **Dec 2022**

Dr. Ambedkar Institute of Technology: BS in Computer Science — **Sep 2016**