

Ashish Jain

Director of Product Design and Design Site Lead, Okta

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I build design teams that turn complex enterprise products into experiences people trust, and I lead them the way I'd want to be led: with trust, a high bar, and their backs covered. Twenty years in enterprise SaaS, AI, and automation, seven of them building design organizations at Cisco, Automation Anywhere, and Okta.

EXPERIENCE

Oct 2025 to now
Bengaluru

Director of Product Design and Design Site Lead

Okta · India Innovation Center

- Lead design and research across several product areas, with product design leads and managers reporting to me.
- Grew the practice from eight people to more than fifteen, and set the design culture and talent direction for the India site.
- Moved the site from taking input from product to a seat in the roadmap conversations, as a trusted voice in product strategy alongside engineering, product, and design leaders.

Feb 2021 to Oct 2025
Bengaluru

Director of UX Design

Automation Anywhere · Senior Manager of UX Design until Feb 2023

- First UX design hire at the India site; built the practice from zero to seven designers and researchers, and coached two of them into leadership roles.
- Owned design for the developer platform: the task and bot editor, the document automation platform, and the rebuild of Process Composer into Mozart Orchestrator, used by 25K+ developers a day.
- Led the shift from task and bot first to process as the first-class citizen: ran the user studies, oversaw the designs, and owned the story we took to customers.
- AI-first UX patterns cut task completion time on key automation workflows by about 30%, a direct productivity gain for enterprise customers.
- Partnered with product, engineering, docs, and customer success to align the product vision with user needs, making roadmap delivery 20% faster.
- Shipped Prompt to Automate (40% faster automation builds), an integrated help center (200% rise in documentation traffic), and the Pathfinder community and university (500K+ course completions).
- Turned a stalled platform migration into an 81% success rate within six months with a guided, personalized success kit shaped by 14 customer interviews.
- Chaired the UX quality management council that took the company to ISO 9001 readiness, and set UX governance and accessibility standards across a multi-product suite.
- Moved design from executional support to a partner in the roadmap, with every designer owning a product area and running their own research.

May 2019 to Feb 2021
Bengaluru

UX Architect, then Design Manager

Cisco · Collaboration Technology Group

- First designer on Webex Cloud-Connected UC, a new offering for Cisco's on-premise customers; took it from early adoption to release with more than 500 customers.
- Introduced UX to a team that had never worked with a designer, then hired and grew the practice to three designers, which outlasted my time there.
- Contributed to the Momentum design system and the Cisco cloud migration tool.

Apr 2013 to Apr 2019
Palo Alto

Senior UX Design Specialist, Global Design
SAP Labs

- Led design for products across governance, HR, and the CoPilot Skill Builder, including SuccessFactors People Profile, GRC Access and Risk Analysis, Supplier Collaboration, and Web IDE.
- Ran design thinking and co-creation workshops with customers and internal teams; five years shaping and teaching the Fiori design language across SAP.
- Mentored designers who went on to lead at Google, Amazon, and TikTok. Tabby Award winner, 2013.

Dec 2011 to Mar 2013
Bengaluru

Lead UX Designer, Digital Transformation Initiatives
Infosys

- Customer research, task flows, prototypes, and style guides for SAP, P&G, and RBS, from scoping through delivery.

2005 to 2011
Bengaluru and Kolkata

Early career
Bridgeline Digital, Accenture, Cognizant, ReviveArt

Senior UI designer, UX designer, and web designer roles, plus a freelance studio grown from one client to more than twenty in the US and India.

BEYOND THE TEAM

- **Mentoring:** 20+ designers through ADPList, where I am a Top 50 mentor in Design Ops.
- **Writing:** notes on design leadership, AI in enterprise products, and building teams, at medium.com/@ajayashish.
- **Design thinking for non-designers:** workshops for product, engineering, and customers at SAP, Cisco, and Automation Anywhere.
- **Maturity models:** a design maturity ladder used as a roadmap with leadership at two companies.

HOW I LEAD

Servant leadership	Design reviews and critique	Design systems
Building and scaling design practices	Research as a habit, not a phase	Design thinking facilitation
Hiring and coaching designers into leaders	AI in enterprise products	Cross-functional partnership
UX strategy, vision, and roadmap	Developer experience	Metrics, OKRs, and quality management

EDUCATION AND CERTIFICATIONS

- Bachelor of Commerce, Calcutta University, 2001 to 2004
- Certified Usability Analyst, Human Factors International
- Elite People Manager, License to Lead, Automation Anywhere, 2022 to 2023
- Tabby Award winner, 2013