BHUSHAN BHOSALE

Product & UX Leader | AI-Native Enterprise Experiences | Design Systems | Agentic UX

bhushanbhosale.x@gmail.com • +91 99700 56866 • Pune, India • linkedin.com/in/bhushan-bhosale • www.bhushan-bhosale.com

EXECUTIVE PROFILE

AI Product Design & UX Architecture Leader with 18+ years of experience leading enterprise AI products, intelligent workflows, design systems, and digital transformation. Combines AI product strategy, human-centred design, UX architecture, and technology to turn complex business challenges into intuitive, scalable experiences. Proven across 120+ shipped products and initiatives for global brands including FedEx, Schneider Electric, Axis Bank, VFS Global, and Lennar Mortgage.

PROFESSIONAL EXPERIENCE

Senior Information Architect and Project Lead, Blink UX - Mphasis Company

02/2020 – Present | Pune, India

Lead AI product strategy, UX architecture, and experience roadmaps for enterprise platforms, partnering with global product, engineering, data, and business teams to translate AI capabilities into scalable, human-centred products.

- Drive AI experience strategy across enterprise products, defining how AI, automation, agents, and human workflows integrate into intuitive and trusted user experiences.
- Architected a company-wide design system and micro-frontend foundation, establishing reusable components, design tokens, UX patterns, and governance to accelerate consistent product delivery.
- Designed and implemented AI-native product experiences, including an intelligent component builder, AI-assisted research synthesis, and agentic interfaces powered by reusable knowledge and design-system intelligence.
- Led UX strategy for FedEx's Global Clearance AI Platform across AMEA, Europe, and the United States, unifying complex regional workflows into a scalable AI-enabled product experience.
- Designed intelligent enterprise search and document-discovery experiences for Schneider Electric Europe, simplifying access to complex business information and improving knowledge discovery.
- Created the R.A.I.S.D. UX research framework to transform research evidence into structured product decisions across discovery, analysis, ideation, solution design, and delivery.

Senior Manager Customer Experience, Axis Securities Ltd

09/2019 – 02/2020 | Mumbai, India

- Led the frontend and experience redesign of the Axis Direct trading platform, contributing to a 34% increase in customer acquisition.
- Designed AI-based trading experiences for web and mobile that surfaced real-time insights and predictive analytics while maintaining a consistent cross-platform experience.

Lead Product and UI UX, Mobinext Technologies

07/2018 – 09/2019

Led product and UX design across key customer journeys and established a shared UI component library to improve product consistency and team execution.

Lead UI UX and Interaction Design, The White Board Company

11/2016 – 04/2018

Led UX for a travel visa platform later acquired by VFS Global for $8M and created a reusable UI framework that reduced development cycles by 30%.

LEADERSHIP AND PRODUCT CAPABILITIES

- Product Strategy
- Experience Strategy
- Information Architecture
- Service Design
- Usability Testing
- Stakeholder Management
- Product Roadmaps
- Design Systems
- Conversational UX
- Data-informed Design
- UX Leadership
- UX Research
- Journey Mapping
- Interaction Design
- Design Thinking
- Cross-functional Leadership
- Agile and SAFe
- AI Product Design
- Accessibility

RECENT PROJECTS

Lennar Mortgage - AI-Powered Enterprise Underwriting Workspace

Role: UX and Product Lead

- Led AI product experience strategy, UX architecture, stakeholder alignment, and delivery of an intelligent underwriting workspace that consolidated workflows previously fragmented across nearly six enterprise applications.
- Designed AI-assisted document review, validation, due diligence, exception detection, and intelligent routing workflows—contributing to up to 60% productivity improvement, ~2 hours saved per task, and ~$100K in cost avoidance.

Rule Q - AI-Powered Decision Automation Platform

Role: Product Lead and UX Architect

- Led AI product strategy, research, conversational UX, governance, micro-frontend architecture, and prototype delivery for an intelligent decision-automation platform, aligning policy, operations, engineering, risk, and compliance teams.
- Designed an AI-assisted, governed rule-authoring experience that transformed complex policy requirements into executable decision logic—estimated to reduce policy-change turnaround by 60%, save up to 2 engineering days per update, and deliver ~$250K in annual cost savings.

Basics Design System - Agentic design system for AI applications

Role: Design Systems Lead

- Built a system of 61 components, semantic themes, tokens, live examples, and usage guidance for designers, developers, and coding agents.
- Connected design and implementation through agent-accessible guidelines and a UI-testing agent that checks tokens, component architecture, and usage patterns, then produces Jira-ready findings.

EARLIER LEADERSHIP EXPERIENCE

- Fropcorn, Lead UI UX (02/2016 – 11/2016)
- Odelite Solutions, Chief Product Officer (02/2013 – 01/2016)
- ePages Digital, Co-Founder Product (06/2010 – 01/2016)
- Indigo Consulting, Senior Art Director (03/2009 – 06/2010)
- Synchronicity Solutions, Senior Visualizer (04/2007 – 02/2009)
- Media Advertising, Senior Designer (01/2005 – 04/2007)

TECHNOLOGY, TOOLS, AND EDUCATION

Tools & Tech: Figma, Codex, React.js, TypeScript, Tailwind CSS, CSS3, Design Tokens, Wireframing, Data Analysis, Claude Design, Adobe XD, Next.js, JavaScript ES6+, HTML5, Micro-frontends, Component Libraries, Prototyping, Data Visualization.

Education & Certifications: Bachelor's in Commerce (Advertising & Marketing), University of Pune (2007) | SAFe Agile 5 Certified | Google Project Management Certificate

Awards & Recognition: Webby Award (ADCB Bank) | Abby Award (TATA Nano Campaign) | Government of India recognition for building India's first wine trading platform.