

Vipin Maheshwary

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Professional Summary

Product Design Director with 20+ years of experience helping teams establish design vision and translate business strategy into practical, usable enterprise solutions, most recently **championing AI-driven human-agent conversation design** across multiple industries.

Experience in building and scaling global design organizations at **3 Fortune 100 firms**, responsible for **UX strategy, governance, design systems**, talent development, and executive alignment. Built a reputation for applying strategic acumen to achieve shareholder objectives. Collaborative & engaging style has helped create trust-based relationships across product, tech and leadership teams.

C-suite and senior leadership has regularly called on this experience in high-stakes design environments, where rebuilding stakeholder confidence, driving disciplined execution, and establishing sustainable operating models that deliver measurable business outcomes when it matters most.

Key Competencies

AI & Conversational UX Design | Enterprise UX Strategy | Design Systems & Governance | Accessibility (WCAG 2.1) | Service Design | Cross-Functional Stakeholder Alignment | Design Team Building & Mentoring | Agentforce & Salesforce Platform | Change Management | Design Thinking | User Research & Usability Testing.

Career Highlights

Salesforce: Led enterprise UX strategy across multiple programs, shaping end-to-end customer journeys adopted by millions of users globally. Led **AI-driven agentic conversational design** initiatives that reduced discovery-to-design cycle **time by 30%** and improved support CSAT. Partnered across product, design, and tech to modernize a decades-old system and business process, **contributing to a 24% efficiency improvement** in the first quarter.

Bank of America: Established accessibility as an enterprise-wide practice, training **1,500+** designers and developers and driving **88% compliance** across digital products — reducing regulatory risk and strengthening customer trust.

Ernst & Young (EY): Built and scaled global **UX team of 24** across the U.S., Europe, South America, and Asia. Improved retention by **21%** and strengthened talent pipelines while working to embed design as a strategic partner at the executive level.

Professional Experience

DurAdvantage, Atlanta, GA

2025 – present

Sr. Executive Director, Product Design

- Partnering with C-suite and product leaders to **assess where AI and conversational experiences create — mapping end-to-end human–AI agent journeys**, reviewing workflow friction, accessibility risk, and design system readiness; translating insights into a prioritized roadmap for AI-driven and conversational UX.
- Defining AI UX frameworks** — interaction modalities (conversational, agentic), human-AI collaboration patterns (supervision, approval, delegation, escalation, and human-in-the-loop) workflows, and standards governance across tech, product and design orgs.

Senior Manager, User Experience Design

Salesforce's professional services organization is a 10,000-person division focused on customer success. Managed a distributed team of 9 senior strategists.

- Addressed an enablement gap that was limiting **Agentforce** productivity gains by designing and delivering targeted AI training; increased AI usage and reporting adoption, reduced renewal pressure, and packaged the approach into a repeatable playbook.
- Expanded client engagements from UX-only to end-to-end service design when backend/process constraints blocked outcomes; partnered to identify automation opportunities and support \$1.2M–\$2.M change orders, contributing to \$4M+ in upsells and accelerated renewals.
- Supported global clients in translating strategy into usable systems by aligning product, engineering, and executive stakeholders around a shared, user-centered direction; simplified workflows and improved customer satisfaction from **3.8 to 4.2**.
- Invested in team growth through mentoring and structured promotion pathways; 4 of 6 mentees were promoted, and leadership requested continued participation.

Ernst & Young (EY) | Atlanta, GA

2021 – 2022

Associate Director, User Experience Design Strategy

Led UX delivery across EY internal products, managing a 17-person UX team and supporting growth to 24 to meet demand.

- Partnered with product and delivery stakeholders to bring structure to intake and prioritization during a period of sustained overload, helping teams focus on the highest-value work and reducing fragmentation from split allocations.
- Supported capacity planning and team scaling by aligning leadership on resourcing needs and securing a 35% team expansion; this helped improve delivery predictability and raised on-time performance to **90%**.
- Introduced a more consistent UX lifecycle and governance practices to improve cross-team alignment and decision-making, reducing alignment cycles by **25%** and improving speed-to-market.
- Clarified ownership and operating expectations for the design library to increase consistency and reuse, contributing to improved client satisfaction from **78% to 87%**.

Bank of America | Charlotte, NC

2018 - 2021

Sr. Manager, Enterprise Portfolio Design Strategy, SVP.

Defined UX strategy and delivered dozens of applications for an enterprise portfolio serving 100K+ corporate users globally, leading a team of 27 senior design strategists.

- Partnered with business and product leaders to identify overlap across nine parallel initiatives serving the same users, then aligned teams through a design-thinking workshop and supported a shift to a unified solution—reducing duplication and contributing to **\$22M in cost savings** while improving consistency and delivery speed.
- Led a large-scale accessibility effort to close **WCAG 2.1** gaps across legacy applications by setting standards, scaling training to 1,500+ designers and developers, and supporting adoption across teams, reaching 88% compliance and reducing regulatory risk while strengthening customer trust.
- Supported delivery teams with practical enablement (patterns, guidance, and coaching) to make accessibility easier to implement consistently, contributing to improved quality and smoother audits over time.

Additional Roles

UX Design Manager | Becton Dickinson (BD)

2017 – 2018

- Scaled design practices for medical devices, improving usability testing success and regulatory compliance rates by 35%.

UX Manager | Cox Communications

2015 – 2017

- Delivered self-service digital products including a Mobile app that reduced call center traffic by 15%, saving millions in support costs.

UX Strategy Manager | Lowe's Home Improvement

2010 – 2015

- Introduced design-led retail and in-store employee experience and innovations, increasing employee satisfaction by 12% year-over-year.

Sr. Lead Interaction Designer | Schneider Electric

2006 – 2010

UX Designer | MphasiS (India, Amsterdam, Singapore and US)

1999 – 2006

Training & Certifications

- Certified ChatGPT Expert
- Salesforce (4X): Certified Administrator, Certified User Experience Designer, Strategy Designer, AI Associate
- Certified Design Thinking Practitioner, Luma Institute
- Agile Certifications: CSM (2010), CSPO (2018), CAL1 (2018), ICP-ACC ICAgile
- Certified Usability Analyst (CUA), HFI
- Diploma, Human Computer Interaction and Design
- Diploma, Advanced Computing

Education

- Master of Business Administration, Quantic School of Business and Technology
- Bachelor in Business, University of Mumbai