

Pranjal Ranka

AI Design Leader

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Summary

- Architected the design strategy that scaled a \$220M business to \$1B+, through **AI-driven strategy, systems thinking, and UX innovation** in B2B.
- Championed the 0→1 vision, strategy, and execution of **AI control tower**, defining enterprise AI governance UX and human-in-the-loop workflows adopted across multiple business units.
- Known for **aligning cross-functional stakeholders** through roadmap pivots. Directed 18+ executive demos that shaped product priorities.
- A **hands-on design leader** who scales teams, builds systems, and **obsesses over craft and quality**.
- Grew design organizations from 1→9 and 2→5 across two companies, advancing from IC to Senior Manager through three promotions in six years.

Experience

Stealth AI startup , Sunnyvale - Design Strategist	May 2026 - Present
ServiceNow , Santa Clara - Sr. Design Manager	Nov 2019 - Jan 2026
Owned design strategy for \$1B+ across two business units (Asset + Operational Technology) and 6 products.	
• Scaled the Asset BU from \$220M to \$1B+ in five years through design-led innovation, delivering 11 major releases and 7 AI/ML-powered GenAI automation agentic agents across 4 products, improving NetSat by 25%. • Spearheaded inception-to-launch strategy for AI Control Tower, shaping enterprise AI governance and impactful AI adoption across products. • Orchestrated the redesign transformation, earning the Global Innovation Award four times, reducing support tickets by 21% within two releases, and driving up customer satisfaction and telemetry metrics. • Influenced roadmap prioritization through 18+ demos and customer advisory workshops. • Evangelized design's business impact at ServiceNow Knowledge Conferences (2022-2024), leading sessions on AI innovation, user-centered transformation, and design methodology. • Directed design strategy for the Operational Technology BU through multiple acquisitions, unifying migrations, integrations, and onboarding while building and scaling a new team (1 → 4) and delivering mobile-first experiences for mission-critical workflows. • Rapidly advanced from IC to Senior Manager (3 promotions), building a high-performing distributed design org (1 → 9) for two BUs.	
Google , Sunnyvale (CoreUX - Contract) - Lead User Experience Designer	Oct 2018 - Oct 2019
• Defined and executed designs for Herald, Google's internal finance tool, aligning design direction with org-wide finance transformation goals. • Simplified complex workflows to improve efficiency and compliance, achieving 60% cost reduction and 45% faster task completion. Facilitated nine cross-functional workshops to drive faster alignment and clarity.	
Cohesity , San Jose - Sr. User Experience Designer	Jan 2018 - Oct 2018
• Led design of a multi-tenant SaaS platform, transforming user experience and scalability. Designed key features (global search, multi-cluster upgrades, app marketplace) and improved usability through IA redesign. • Designed an operational analytics tool that reduced support costs by 12% MoM.	
Equinix , Sunnyvale - Sr. User Experience Designer	Jul 2015 - Oct 2017
• Led design for the Equinix Customer Portal (ECP), delivering 7 major product releases that increased user adoption from 80K to 140K and boosted order growth from 55% to 68% within two years. • Acted as a player-coach helping scale the design team, established a unified design system, and drove collaboration across product and engineering through workshops, user research, and iterative prototyping to align vision and execution.	
8x8 , San Jose - User Experience Designer	Jun 2014 - Jul 2015
• Led redesign for the virtual contact center, delivering an improved cross-platform experience and increasing design consistency by 40%. • Created design systems and prototypes for Virtual office analytics and eCommerce flows, reducing delivery time by 30%.	
1designid , Boston and San Francisco - User Experience Designer	May 2009 - Dec 2013
• Partnered with founders to design user-centered MVPs for startups accelerating their go-to-market across web and mobile.	

Domains: Enterprise B2B | Finance | Cloud & infrastructure | Healthcare | Manufacturing | Data centers

Expertise: AI/ML UX | Design strategy | Systems thinking | 0→1 & scale | Cross-functional influence | DesignOps | Figma

Education

Master's in Science Interaction Design, San Jose State University, USA	Jan 2014 - Dec 2014
Master's in Architecture, University of Lincoln, UK	Sep 2005 - May 2006
Bachelor's in Architecture, University of Pune, India	Jun 2000 - May 2005