

# Sumit Gupta

## Designing AI-First Enterprise Products That Change How Work Feels.

Product Design Leader with 18 years shaping enterprise products across SaaS, cybersecurity, and AI-native experiences. Hands-on designer and people leader — built and led design at **ServiceNow**, **ColorTokens**, and **Quick Heal**, influencing product strategy at VP and C-suite level and delivering experiences used by millions daily.

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20+

DESIGNERS HIRED & GROWN

23M

DAILY ACTIVE USERS

0→6

TEAM BUILT FROM SCRATCH

3,500

ENTERPRISE CUSTOMERS

### ACHIEVEMENTS & IMPACT

## What I've Delivered

0 1

### Employee Slate

AI-native, conversation-first employee experience platform — led 3 designers across 8 product areas · personally designed 3 areas as IC

Shipped EA Feb 2026 · GA May 2026

0 2

### Employee Center

Led experience design for Employee Center through a 5× growth phase — **4M to 23M daily active users** across 3,500 enterprises.

23M DAU    3,500 Customers

0 3

### Founding Designer · IDC

Joined as **1st Staff Product Designer** · grew into Product Design Manager · built India's UEX design function from 0 to 6.

BUILT    0 → 6 design team · India + US teams

0 4

### ColorTokens

Built ColorTokens' design foundation from zero — shipping Xtended ZeroTrust™ UX that **surfaced 5M+ unauthorized connections** and cut policy creation from weeks to days.

ROLE    Founding designer · built and led design team to 4

### PROFESSIONAL SYNOPSIS

## Product Design Leadership

#### ◆ AI-Native Product Leadership

Expert in driving design strategy and product innovation across enterprise SaaS, cybersecurity, and employee experience — shaping and shipping world-class AI-native and enterprise products at ServiceNow, ColorTokens, and Quick Heal. Translates complex AI capabilities into intuitive, trustworthy enterprise experiences across conversational, agentic, and role-based workflows — at the intersection of emerging technology and human behaviour. Spearheaded design innovation through concept to launch — influencing product roadmaps and delivering enterprise experiences used by millions daily.

#### ◆ Org Builder & Talent Developer

Built design organisations from zero across 3 companies — hiring 20+ designers and developing 14 directly — 6 promoted into senior or lead roles. Established hiring rubrics, career ladders, design crits, AI design guidelines, and cross-functional review rhythms. Created 3 frameworks adopted across ServiceNow: Cross-Geo Design Sync, Design Review Framework, and AI-Native Efficiency Framework.

#### ◆ Strategic Business Partner

Partnered with product, engineering, and business leadership across ServiceNow, ColorTokens, and Quick Heal — influencing roadmap priorities, product investment, go-to-market positioning, and quarterly OKRs at VP, CPO, CTO, and CEO levels. Nurtured collaborative design cultures globally, uniting engineering, business, and design teams to drive sustained innovation. Built operating models that positioned design as a strategic product function across every organisation led.

### CORE SKILLS

- › AI-Native Product Strategy
- › Enterprise Product Design
- › Org Building & Talent Development
- › Design Strategy & Vision
- › Executive Product Partnership
- › 0→1 Product Innovation
- › Design Operations & Quality
- › Hands-on IC + People Leadership

### EXPERTISE

#### AI & Emerging Interfaces

- AI-Native Product Design
- Agentic UX
- Conversational UX
- NLU Interfaces
- Trust Signals

#### Enterprise Product Design

- Employee Experience (EX)
- Enterprise SaaS
- Cybersecurity UX
- Role-based Personalisation

#### Design Leadership

- Design Strategy
- Design Systems
- Design Operations
- Design Frameworks

### EDUCATION

#### M.Sc. Media Informatics

HCI · Interaction Design  
User Research · Cognitive Science · AI  
RWTH Aachen University  
Germany · 2009

Top 10 Europe

#### B.E. Computer Science & Engineering · 2006

### RECOGNITION

#### Innovative Design Leader of the Quarter

ServiceNow · EX · 2025

#### Best Employee of Quarter

Tech Mahindra · 2015

#### Best Employee of Quarter

Quick Heal Technologies · 2018

#### Best Team Award

ColorTokens · 2020

## Professional Experience

Staff Product Designer → Product Design Manager

Jun 2021 – May 2026

ServiceNow · IDC Hyderabad · UEX Team

Team of 6 · IC + People Manager · Reported to VP & Sr. Director of Design

"Shaped Employee Slate from concept to launch — early access Feb 2026, public launch May 2026 — an AI-native, conversation-first employee experience platform built for enterprise scale. "

- Proposed the conversation-first interaction model that became Employee Slate's core architecture — influencing product positioning and roadmap direction, shipped EA Feb 2026, GA May 2026
- Redefined the admin configuration experience for ServiceNow Admins around a 7-month → 7-day time-to-value target

- Led product design for Employee Center — ServiceNow's most widely used EX product · contributed to a growth phase from 4M → 23M DAU, alongside a 40% reduction in HR case volumes and 30% fewer Tier-1 escalations across 3,500 enterprises
- Built India's UEX design function from 0 to 6 · elevated design to strategic partner with formal seat at quarterly roadmap and OKR planning · defined AI-native interaction patterns adopted cross-product

UX Architect & Design Leader

Nov 2019 – Jun 2021

ColorTokens · Cybersecurity SaaS Startup · Team of 4 · Reported directly to CPO

"Built the design foundation that helped ColorTokens compete at enterprise level — shipping Xtended ZeroTrust™ UX that surfaced 5M+ unauthorized connections and cut policy creation from weeks to days."

- Shifted product from feature-driven to user-journey-led — making microsegmentation accessible without CLI expertise

- Hired 4 designers · built design process, system & strategy from scratch · led design for Xtended ZeroTrust™, Microsegmentation, EDR & XDR · 5M+ connections surfaced · contributed to 90% attack surface reduction

Lead UX Designer → Design Manager

May 2017 – Nov 2019

Quick Heal Technologies · Security Products · Team of 7 · Stakeholders to CEO level

"Grew from Lead UX Designer to Design Manager at Quick Heal — scaling the team to 7 and owning design across the full security product portfolio including antivirus, mobile, and EDR."

- Established design as a strategic function — managed stakeholders from PMs to CPO, CTO & CEO

- Led 7 designers across full product portfolio — antivirus, mobile, onboarding, endpoint security & EDR · Best Employee of Quarter 2018

Earlier Design Career (2008–2017) — Cognizant · Tech Mahindra · Hinduja Global Solutions · Media Lab Asia (Govt. of India) · Internetimm

Started as a UX Designer and grew into Design Lead — across finance, telecom, FMCG, insurance, accessibility and enterprise software.

## Built & Adopted at ServiceNow

COLLABORATION · GLOBAL TEAMS

**Cross-Geo Design Sync**

Aligning distributed teams across time zones — keeping design intent, decisions, and culture coherent across global orgs without calendar overload.

Reduced cross-geo design misalignment · Adopted cross-team at ServiceNow

QUALITY · DESIGN OPS

**Design Review Framework**

Tiered, structured critique and approval — from IC-level concept reviews to cross-functional leadership alignment.

Standardised critique and decision-making across UEX · Adopted by 2 adjacent product teams

AI · EFFICIENCY

**AI-Native Efficiency Framework**

Integrating AI tools and agentic workflows into the design process — faster without sacrificing quality, judgment, or user-centricity.

Reduced concept-to-prototype from weeks to hours · adopted by all 6 designers · enabled 10× more design options per sprint