

Vrishti Bhowmik

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Experience

RAKBANK

Senior Product Designer

Dubai, UAE
July 2024 – Present

- Led end-to-end design for RAKBANK's first AI assistant (Rai), live to all customers since Nov 2025, reducing call center volumes by ~38% since launch.
- Owned Rai's July 2026 brand and design-system relaunch: modern visual language, standardized chat components, and conversation design patterns (intent structuring, disambiguation, error handling, escalation). Relaunch contributed to containment rising from 61.5% to 73.6%, with ~29% more conversations handled and ~11% fewer handed to agents, at a ~94% satisfaction rate.
Extended Rai into Sage, an AI-powered internal knowledge platform, letting contact-center agents and employees pull instant sourced answers instead of manually browsing documents. Re-architected the platform to scale across new document types and departments, and cut design-to-prototype time by building directly in Claude Code.
- Ran cross-functional discovery and roadmap workshops, prioritizing high-impact intents from call-center and customer enquiry data.

Salesforce

Senior Product Designer

San Francisco, CA
Jan 2022 – June 2024

- Sole designer owning end-to-end UX for MuleSoft's Anypoint Monitoring suite: Anypoint Insights, Distributed Tracing, and Telemetry Exporter, all launched in early 2024.
- Designed Telemetry Exporter with direct customer input, letting customers stream MuleSoft observability data into third-party tools like Splunk, Datadog, and Dynatrace. Supported renewals across 5 large enterprise accounts.
- Shaped the FY2025 roadmap with UX vision work for a unified DevOps troubleshooting experience.
- Led the reskin of Anypoint Monitoring's component library, bringing the UI up to accessibility standards.

Palo Alto Networks

UX Designer

Santa Clara, CA
Feb 2019 – Dec 2021

- Redesigned the Cortex Data Lake logging platform (now Strata Logging Service), cutting two major steps from firewall troubleshooting. Product holds 4.6/5 rating on G2.
- Designed the MultiAuth Profiles workflow for Cloud Identity Engine, a first-of-its-kind way to map user groups to different auth methods across multiple identity providers in a single cloud-native profile. Part of PANW's Zero Trust platform, named to [CRN's 10 Coolest Cloud Security Tools of 2021](#).
- Improved Cloud Identity Engine's Directory Sync setup experience, contributing to 13% customer growth in Q4 FY21.
- Led design-thinking workshops across cross-functional teams, reducing design debt and accelerating delivery.
- Mentored junior designers and design interns.

Education

University of Washington

B.S. Human Centered Design & Engineering (Human Computer Interaction)
University of Washington

Seattle, WA, USA

Relevant Skills

Figma, Vibecoding, Claude Code, Cursor, Framer, conversation design, AI-assisted prototyping, user research, usability testing, accessibility, design workshop facilitation, design thinking, data visualization, storyboarding, journey mapping, product strategy, 0-to-1 design

Languages

Native fluency in English and Indonesian. Elementary proficiency in Chinese (Mandarin) and Bengali.