PARISA BAZL

New York, NY • 561.313.6610 • parisa@parisabazl.com • linkedin.com/in/parisa-bazl-28395333 • parisabazl.com

Product strategist and AI builder with 14+ years across enterprise software, AI systems, and growth equity portfolio operations. I design and ship AI-powered tools with Claude Code, build custom intelligence systems on Claude's API, and help portfolio companies translate emerging technology into measurable business outcomes. My recent work spans PE deal workflow automation, agentic product development, and the design practices that make complex systems legible and adoptable by real teams.

Areas of Expertise

- AI Model Architecture & Prompt Engineering
- Agentic Development Direction (Claude Code)
- Product Strategy & Roadmap
- Knowledge Graph & Data Architecture
- Workflow Design & AI Adoption
- Enterprise Software & SaaS
- UX Research & Design Systems
- Stakeholder & Executive Communication
- Cross-Functional Team Leadership

Professional Experience

Independent AI Product & Strategy Consultant · | 2018–2019 | 2024–Present

- **Recognize Private Equity:** Built AI-powered deal operations for Recognize PE (founded by Charles Phillips, former Oracle CEO), a $3.3B+ AUM growth equity firm. Designed and shipped workflows across four functions: sourcing (knowledge graph design, company-discovery-enrichment-outreach pipeline), deal execution (banker activity surfaced in deal records, IC materials auto-compiled from live deal data), deal intelligence (red-team agent that stress-tests deal theses for sound business cases before surfacing to the investment team), and reporting (custom Claude Code-built tools that eliminated manual portfolio report compilation). Full team CRM adoption achieved; automated sourcing pipeline replaced manual prospecting.
- **Zandara AI:** End-to-end AI product and strategy lead for an enterprise intelligence platform built on Claude's API. Designed the full pipeline: multi-source ingestion, cross-system entity unification, and a goal-directed modeling layer that surfaces causal levers from fragmented data. Built in Claude Code and re-platformed to AWS. Validated live, surfacing a 221% cost overrun and $105K–$235K in projected annual value per project at Midwest construction company.
- **N-Ovate Solutions:** Acting Head of Product for NFL Readiness-as-a-Service platform. Delivered MVP from concept to web and native mobile app trialed in 2025 NFL preseason.
- **Bloomberg & Epicor:** UX consulting: design systems, workflow methodology, and POS redesign (Epicor construction vertical).

Commvault Systems · Head of User Experience | Feb 2019 – Dec 2024

- Established inaugural UX practice in an engineering-led organization, driving a 60–70% reduction in customer support calls for key workflows.
- Built a company-wide design system that reduced development effort by 66% while achieving full WCAG compliance.
- Led AI feature strategy and adoption across the product suite, which included defining requirements, shaping UX for AI-assisted workflows, and driving cross-functional alignment between engineering, product, and customers to bring AI capabilities to market.
- Tripled team size through a non-profit partnership (Opportunities for a Better Tomorrow), creating economic pathways for underserved communities.

Infor Systems · Senior UX Manager | Jun 2013 – Nov 2017

- Led design system strategy across 100+ enterprise applications, reducing design time and improving user efficiency at scale.
- Pioneered AI and mobile strategy initiatives; established user research feedback loops that drove data-informed product decisions.

Education

Pratt Institute — M.S., Information Science | 2012

University of Florida Honors College — B.A., English Literature | 2010

Professional Engagements

- Jan 2022: Moderator, Economic Club of New York — A Conversation with Charles Phillips & Frank D'Souza
- May 2024: Mainstage Speaker, UXDX Americas — "Building Design Systems That Work for Design and Dev"
- Oct 2023: Featured Workshop, UXDX EMEA
- Jun 2023: Speaker, UXDX Community (US)
- Sep 2022: Speaker, WonderWomenTech Virtual Summit
- Sep 2022: Guest Writer, dscout People Nerds