

PARISA BAZL

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Product Design & AI Experience Strategy

PROFESSIONAL SUMMARY

Visionary design leader with 13+ years driving AI-powered product strategy and human-centered experiences across enterprise software. Multi-dimensional approach including building AI models and skills: authored custom intelligence models on Claude's API, directed full product development in Claude Code, and engineered multi-stage prompting pipelines for autonomous business intelligence. Deep expertise establishing design practices, scaling cross-functional teams, and translating complex capabilities into intuitive, trustworthy user experiences. Proven executive influence and a track record of measurable business outcomes.

AREAS OF EXPERTISE

- AI Model Design & Prompt Engineering
- User Research & Usability Testing
- Cross-Functional Team Leadership
- Agentic Development Direction (Claude Code)
- Executive Stakeholder Influence
- Accessibility & WCAG Compliance
- AI/ML-Powered Product Design
- Product Strategy & Roadmapping
- Enterprise Application Design
- Design Systems & Component Libraries
- Technical Change Management
- Human-Centered AI Transparency

PROFESSIONAL EXPERIENCE

AI Product Design Consultant | Zandara AI, Evergame, Bloomberg & Epicor 2018–Present

End-to-end AI product strategy, design, and model development — spanning AI-native platform builds and enterprise UX consulting.

- Authored two custom Zandara AI intelligence models calling Claude's API: one to generate a unified object schema and second that automatically determines custom intelligence areas based on specific business data.
- Directed full Zandara product development in Claude Code, operating across design intent and technical execution to produce an MVP production-grade AI platform, developing deep fluency with agentic development workflows.
- Engineered multi-stage skill pipelines for autonomous business intelligence generation, grounding every AI recommendation in traceable data lineage for user trust and transparency.
- Designed end-to-end product UX for Zandara, including executing underlying models, custom intelligent areas, knowledge systems, KPIs and autonomous orchestrations.
- Validated platform against a real customer (construction company) to reveal vendor price fluctuations, project profitability across sub-contracting areas and more.
- For N-Ovate Solutions, defined full product architecture and launched Evergame MVP, a Readiness-as-a-Service mobile and desktop app for NFL game day operations within a tight consulting timeline.
- For Bloomberg and Epicor: delivered UX consulting including design systems, workflow methodologies, and a redesigned point-of-sale system for the construction industry that reduced transaction friction for end users.

Head of UX | Commvault Systems

Feb 2019–Dec 2024

- Established the inaugural UX design practice in an engineering-led organization; drove 60–70% reduction in customer support calls for key workflows by embedding customer-first design processes.
- Scaled AI-powered product features by partnering with engineering and product leadership, using customer research to define requirements and validate next-gen enhancements.
- Created a company-wide design system reducing development effort by 66% and ensuring WCAG compliance — modernizing the full end-user experience.
- Tripled team size through a non-profit partnership, training an unskilled workforce to meet business needs while creating economic opportunity for underrepresented communities.

Senior UX Manager | Infor Systems

Jun 2013–Nov 2017

- Led strategy for a unified design system spanning 100+ enterprise applications, reducing design time and improving user efficiency at scale.
- Pioneered AI and mobile strategy initiatives, delivering design solutions addressing industry-specific workflows and customer pain points.

- Established user research feedback loops that drove organizational expertise and data-informed product decisions.

EDUCATION

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

B.A., English Literature (Honors) — University of Florida *2010*

SPEAKING & PROFESSIONAL ENGAGEMENTS

- Mainstage Speaker, UXDX Americas Conference (May 2024)
- Featured Workshop, UXDX EMEA Conference (October 2023)
- Speaker, UXDX Monthly Meeting (June 2023)
- Speaker, WonderWomenTech Virtual Summit (September 2022)
- Guest Writer, dscout (September 2022)
- Moderator, Economic Club of NY — A Conversation with Charles Phillips & Frank D'Souza (January 2022)