

Samir Dash

UX Designer, DesignThinker & AI+Design Evangelist



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Work Experience

Cisco

Lead Product Designer

Jun 2019 – Present
Bangalore, India

Acted as Bridge between User, PM, TME and Engg. Contributed to for AI enablement for CX.

Leading experience for after Cisco CX Cloud, Umbrella and NextGen Firewall suite of products, Cisco DNA Center experience (On Prem) for intent based networking for “Compliance and SWIM” pillar of the BU.

Focused in the automation for Config, devices & image management, Wireless Cloud, Compliance and device insights in context to intent based networking needs.

RedHat (now IBM)

Principal UX Designer

Apr 2017 – May 2019
Bangalore, India

Worked closely with PM and stakeholders across the P&T Organization in defining the interaction design, the IA and the end-to-end experience for Planner tool for Openshift.io.

Contributed to developer experience and Che, cloud IDE integration.

Led Hypothesis-driven Development (HDD) Lifecycle POC to implement and improve effective design operations practices.

IBM

Application Consultant, Usability & UX

Dec 2014 – Apr 2017
Bangalore, India

Closely worked with AT&T stakeholders and digital branding to collaborate to come up with the IA and interaction flows for the AOTS - the Omini-channel Ticketing Eco-System.

Helped the client in coming up with Digital and mobile experience strategy and facilitated in Design Thinking to optimize the design driven problem solving.

Participated in and helped in design validations.

Samsung

Chief Designer, UX Innovation

Nov 2013 – Dec 2014
Bangalore, India

As a UX Manager at NXT, Samsung R&D, managed a 4 member team of interaction and visual designers in the conceptualization of Tizen based Z-Series Budget smartphone for India.

Also contributed to new product ideations and dip-stick studies in the strategic areas like Machine Learning, Intelligent Platforms/Eco-Systems for mobility devices.

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Skills

Design Expertise

Design Mentorship
Interaction Design & IA
Persona & Journey Mapping
Usability Testing
User Story Building
Wireframing, Prototyping
Design Thinking Facilitation
Product Strategy & Roadmap

Software Tools/ Languages

Figma, SketchApp, Miro, Mural,
Invision, Adobe Suite, OpenAI APIs
Python, NodeJs, HTML5, JQuery
PHP, MySQL, JSON, JavaScript, CSS3
XCode, Flash & ActionScript 3

Research Papers

Artificial Intelligence (AI) Facilitated Data-Driven Design Thinking

Springer/ HCI International 2023
Dec 12, 2023

Revolutionizing Design Education: AI-Powered Design- Thinking for Tomorrow's Innovators

Futuring Design Education (FDE) 2024
DoD Design, IIT Delhi & IDC IIT Bombay
Feb 11, 2024

Books

The Dictionary of Design
ISBN 978-1637547090

The DesOps Enterprise
ISBN 978-1983080203

UX Simplified
ISBN 978-1500499587

Rourkela – The Journey
ISBN 1539083187

**Beginner's Guide to Modern
Critical Theory**
ISBN 978-8179771471

Dell Business Analysis Advisor, Mobility UX

Jun 2013 – Nov 2013
Bangalore, India

As a Senior Designer, contributed to Enterprise centric mobile
An the areas of the technological feasibility study, discussion with stakeholders for the requirement and implementation strategy applications for B2B oriented mobility solutions in healthcare, enterprise and agricultural domains.

Cisco

Mar 2010 – May 2013
Bangalore, India

Engineer–Network Consulting (Customer Advocacy)

As Interaction designer and prototyping consultant, was responsible for understanding stakeholder requirements, solutioning and technology feasibility study for the development.

Interaction design and prototyping for rich media. Proof-of-concepts and UI & interactives development.

Xerox

Mar 2008 – Dec 2008
London, UK

Rich–Media & Flash Developer

6 months on-site engagement for Xerox rebranding campaign for Xerox.eu along with Drupa Publishing event and Xerox-Ducati sports campaigns.

Enterprise System Solutions Pvt. Ltd.

May 2005 – Feb 2010
Bhubaneswar, India

Application Consultant Usability & UX

Being a rich media & interactive, web and mobile apps designer, was responsible for leading a team and contributing to UI and Rich-Media (Flash , ActionScript) experience design and development .

Worked for clients like Maersk Logistic, DAMCO, Xerox etc. Contributed to domains of Supply Chain, CRM, E-Learning, Mobility Experience.

Certifications

Cisco Data Science Green Belt 2024

Cisco Generative AI Green Belt 2024

Certified Product Manager®



The Association of International Product Marketing & Management (AIPMM)
2014

IBM Design Thinking Practitioner
IBM 2016

Certified Six Sigma Black Belt
Expert Rating 2014

UGC–NET (English)

University Grants Commission: India 2016

Education

MBA (Systems, Marketing)
Sikkim Manipal University 2009

Master in Arts (English)
Utkal University 2004

Patents

US 9590957 A1
BlueSalt Security

US 20170255264 A1
Digital Surface Rendering

US 20170003872 A1
Touch Encoded Keyboard

US 20170090747 A1
Input Device Interaction

US 20130198677 A1
Touchscreen Display and Navigation

Recognitions/Awards

RedHat QE CampX Bengaluru
2018

IBM Invention Plateau
2017

The World Summit Award
2010

The mBillionth South Asia
2010

The Manthan Award
2009

The Adobe MAX® (Semifinalist)
2009

Keynotes/ Workshops

First–ever AI Facilitated In–Person Design Thinking Session, IIT Kanpur, 2024
Workshop: Revolutionising Design Thinking with AI

Futuring Design Education (FDE), IIT Delhi, 2024
AI–Powered Design–Thinking for Tomorrow's Innovators

DesignOps Global Conference 2019 Manchester
Building Future of Design System Today

UX India 2018
Applying DesOps in Your Org

Usability Matters Org, 2018
Semantic Design System

DevConf India 2018
DesignOps: Prepare Today for Future of Design