



Alipta Ballav

Sr. Design Manager - Microsoft Corporation

Co-Founder of **DesignShots.ai**

alipta.ballav@gmail.com | +91 9620718620

<https://www.linkedin.com/in/aliptaballav/>

Professional Summary

AI-focused Design Leader with 25+ years of experience driving product design, strategy, and transformation across enterprise SaaS platforms. Specialized in **Generative AI, LLM-powered systems, agentic workflows, and human-AI interaction design**.

Demonstrated leadership in **building design organizations from the ground up, scaling teams, and embedding design as a strategic function across complex enterprise environments**.

Beyond design leadership, Alipta is an active public speaker, mentor, author, and writer, contributing to industry conversations around AI, UX, and the future of design.

He is also the founder of [The Messy UX Conference](#), a full-day conference in the heart of Bengaluru that celebrates the messiness of design and will take place on 28th November.

Work Experience

Microsoft Corporation | Sr. Design Manager

Feb 2022 – Sep 2026, Bangalore



- Led a **6-member design team** for Microsoft Dynamics 365 Contact Center & Customer Service products.
- Designed and scaled **AI-powered agentic systems** for enterprise workflows, improving decision-making efficiency for admin and operations personas.
- Built intelligent routing and AI-assisted experiences leveraging **LLMs, copilots, and automation frameworks**.
- Drove **AI adoption and design maturity**, enabling teams to integrate AI into product thinking and delivery.
- Led end-to-end product design across complex enterprise ecosystems, aligning **design, product, and engineering**.
- Previously led a team of 6 designers for Retail Industry cloud. Designed AI-driven solutions for retail including **personalized shopping agents and store operations automation**.
- Delivered tools to improve store associate productivity and enhance customer experience through **data-driven insights**.

Website [Microsoft Cloud For Retail](#)

Preview [Empower store associates with SOA](#) [Autonomous Stores](#)

Cerner Corporation | Sr. Manager User experience

Aug 2017 – Feb 2022, Bangalore



Built and scaled the UX practice for Cerner's Bangalore studio, growing the team from 2 to 21 designers and establishing design as a strategic function. Led cross-functional collaboration to deliver complex, regulation-compliant healthcare products, while driving design adoption across the organization and implementing a scalable design system.

[Link to the Blog Terra UI Design System](#)

Harman | Sr. UX Designer

Apr 2015 – Aug 2017, Bangalore



I contributed to multiple Design projects as UX designer, researcher and Interaction Designer for clients like Ellucian, Finacle, Toyota and Harman's proprietary Audio Configuration Software [Audio Architect](#)

Wipro technologies | Principal Consultant UX

August 2007 – Mar 2015, Bangalore



I spearheaded several large-scale digital transformations majorly for Banking & Financial, Healthcare & Telecom for customers like Verizon Wireless, Capital One Bank, ING Bank, US bank, Credit Suisse in re-vamping their Digital Experiences on different dimensions from building rich interactive HTML 5 based responsive prototype design to solve core user experience problems.

Education



Certification program in UX – IIT Mumbai



Post Graduate Diploma in Business Management – IISW&BM Kolkata



Bachelor of Design – Rabindra Bharati University, Kolkata



Bachelor of Commerce – Calcutta University, Kolkata

Portfolio

<https://creativeshowcase.online/>

Last updated: 21st Sep 2026

Skills

People, Product, Process, Leadership, Thought Leadership, Designing AI experiences

HCI Research papers

Contributed to a research project for a crowdsourcing project at the [Stanford University Google Scholar](#)

Community Work

Co-founder of Design Shots.ai a community driven by a mission to **democratize design education** and make it accessible, inclusive, and meaningful for all.

- Organized a [virtual UX conference](#) for a social cause to help the underprivileged by donating the proceeds to HelpAge India.
- [Invited Speaker UX India 2024](#)
- [Guest lecturer – Avantika University](#)
- [Guest lecturer – Chitkara University](#)
- [The UX Talk AMA | ADPList x Designboat](#)
- [Invited talk 'Demystifying Design leadership by IDF](#)
- [Invited talk "Design Products for Happiness" at the World Class Designer Conference](#)
- [Invited Talk on "Positive Design" at the Design lounge for Pearl Academy](#)
- [Invited talk UX expert on "Designing The Web For Disabilities"](#)
- [Invited talk at IIT Hyderabad on "Designing the Web for Disabilities"](#)
- [Invited talk at the Indian Design Academy on "Designing Products for happiness"](#)

Podcast

- [Many Designers don't want to be leaders](#)
- [How to 'Think' from UX Designer's Pov?](#)

Top Publications

- [Layers of AI](#) Medium - March 2025
- [Should UX and Product Management merge?](#) Medium - Aug 2021
- [Nielsen's heuristics Evaluation: Limitations in principle and Practice](#) UXPA September – 2017
- [Predictive User Experience](#) UX Matters - June 2019
- [Mental Models & User Experience](#) UX Matters - May 17 2016