

VINOY DANIEL

Enterprise Product Design Leader

STRATEGY · SYSTEMS THINKING · EXECUTION

vinoyoncyber@gmail.com | +91 9982427180 | www.vinoy-daniel.com | linkedin.com/in/vinoydaniel/

Professional Summary

Enterprise product design leader with 19+ years of experience working across strategy and execution helping teams bring clarity to ambiguous product problems and turn direction into experiences they can build. Experienced across complex B2B, SaaS, cybersecurity, data, and AI platforms.

Combines product strategy, systems thinking, cross-functional influence, and hands-on design to shape scalable product experiences and tangible outcomes. Led design across IBM Security Guardium while partnering with Product, Engineering, Architecture, and business leaders and mentoring designers.

Selected Leadership Impact

- Shaped experience direction across IBM Guardium initiatives spanning Edge Gateway, Universal Connectors, enterprise reporting, long-term retention, unified inventory, and compliance workflows.
- Led and coached up to 14 designers through people leadership, mentoring, design critiques, workflow reviews, and design-quality guidance.
- Improved task success by 35% for the IBM Edge Gateway setup experience by simplifying complex configuration workflows, validated through comparative usability testing.
- Contributed to modernizing approximately 40% of the Guardium interface, replacing legacy components and inconsistent patterns with scalable, design-system-aligned solutions.
- Established reusable workflow patterns and evidence-based design review practices to improve consistency and design quality across complex SaaS and on-premises product experiences.

Core Capabilities

Design leadership

Product and UX strategy, Portfolio direction, Systems thinking, Executive stakeholder alignment, Design critique, Coaching and mentoring, Cross-functional leadership

Product practice

Complex workflow design, Information architecture, Journey mapping, Prototyping, Usability testing, Design systems, Accessibility, AI-assisted product design

Domains

Enterprise SaaS · Cybersecurity · Data Platforms · AI · Compliance & Governance, B2B/B2C products

Professional Experience

Senior Lead Designer, IBM Security - Guardium

07/2023 - Present - Ahmedabad, India

- Lead product design strategy across cloud-native and on-premises Guardium experiences, including Edge Gateway, Universal Connectors, enterprise reporting, data retention, compliance, and platform-management workflows.
- Translate complex cybersecurity, data-governance, and administrative requirements into clear concepts, end-to-end workflows, prototypes, and reusable interaction patterns.
- Partner with product managers, engineering leaders, researchers, architects, and senior stakeholders to clarify ambiguous requirements, frame product opportunities, influence direction, and align teams on scope and outcomes.
- Guide designers across multiple initiatives through structured critiques, workflow reviews, prioritization, and design-quality standards while remaining hands-on during critical product decisions.

- Contributed to portfolio-level direction for cross-system visibility, including unified asset inventory and Enterprise Hub concepts intended to reduce fragmentation across Guardium product areas.
- Designed and evaluated AI-assisted enterprise workflows, including natural-language query concepts, guided reporting, and human-in-the-loop decision support.
- Developed a repeatable AI-assisted design-quality review approach using IBM Experience Standards, Carbon Design System, accessibility guidance, and structured evidence to improve review consistency and speed.

Associate Design Director, B2B, CarDekho / GirnarSoft

12/2019 – 07/2023 - Jaipur, India

- Led product design for cloud-native SaaS and B2B experiences, partnering with product, engineering, content, research, and business teams from discovery through delivery.
- Set experience direction for complex business workflows, combining stakeholder discovery, user research, information architecture, iterative prototyping, and validation.
- Aligned cross-functional teams around user problems, product priorities, and scalable interaction patterns while coaching designers and reviewing design quality.

Senior UX Design Lead, B2C, CarDekho / GirnarSoft

04/2018 – 12/2019 - Jaipur, India

- Led end-to-end design for web and mobile customer experiences, from research synthesis and ideation through task flows, prototypes, detailed design, and implementation guidance.
- Managed and coached a team of eight designers, supporting work planning, critique, skill development, and delivery quality.

UX Designer / Senior UI-UX Design Lead, CarDekho / GirnarSoft

03/2011 – 04/2018 - Jaipur, India

- Designed and prototyped web and mobile product experiences, working with researchers, writers, product managers, and engineers to define features, navigation, content, and user flows.
- Progressed from hands-on UI and interaction design into design leadership responsibilities across consumer-product initiatives.

Creative Head, Design Department, Konstant Infosolutions Pvt. Ltd.

10/2006 – 03/2011 - Jaipur, India

- Led the design function for digital product and service engagements, guiding creative direction and delivery for clients in the United States and United Kingdom.

Senior Multimedia Designer, Purple Image Technologies Ltd

04/2002 – 10/2006 - Mumbai, India.

- Created digital and multimedia experiences for major Indian brands across banking, financial services, automotive, and consumer sectors, including ICICI, HDFC, Mahindra, Citi, and Cadbury.

Certifications and Professional Development

- Certified Usability Analyst (CUA), Human Factors International - 2013
- Interaction Design Foundation - 2016
 - User Experience Design Principles
 - The Practical Guide to Usability
 - Mobile User Experience Design