# RAYAN BOUAJRAM

Senior Staff Product Designer — AI-Native Platforms · Agent Interaction · Platform Strategy
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## SUMMARY

Senior Staff Product Designer and former software engineer with **20+ years** across engineering, product, and design. Over three years at ServiceNow, I connected interoperability, an AI-native platform vision, a **ten-week** AI Control Tower MVP, and the governance to scale it, aligning **8 business units and 40+ teams**. I work hands-on where AI meets the interface: agent evaluations, human-in-the-loop controls, and deciding where an agent is the wrong answer. I find problems no team owns, convene the people to solve them, and prototype in code.

## EXPERIENCE

**ServiceNow** · Sept 2019 – Present · Denver, CO
**Senior Staff Product Designer, AI Platform Experience** · Feb 2024 – Present
Staff Product Designer, Platform Experience · Jul 2023 – Feb 2024
Staff Product Designer, Team Lead, Platform Development Experience · Mar 2021 – Jul 2023
Senior Product Designer, Platform Development Experience · Sept 2019 – Mar 2021

Lead platform experience design for ServiceNow's AI-native platform: the foundation layer **millions of enterprise users** work through daily across IT, customer, and employee workflows, on a platform serving the majority of ServiceNow's **~$15B ARR**. Scope spans web, mobile, design systems, and agentic workflows across 8 business units and 40+ scrum teams.

***AI-Native Platform: Strategic Vision*** · *2024–2025*

- Originated the AI-native platform vision and turned a grassroots pitch into the company's **top strategic initiative for 2026**, carried from VP to CDO and CPO; ran recurring cross-group workshops that aligned **8 business units and 40+ scrum teams** around five principles, including human-in-the-loop and trust & safety.
- Partnered with the global analytics team to reconcile conflicting business-unit definitions of a meaningful transaction and adoption threshold, giving leadership a shared factual basis for sequencing platform investments.

***AI Control Tower: Execution*** · *2026*

- Shipped the AI Control Tower MVP in **10 weeks**, from approval day to center stage at **Knowledge 2026**, on a framework being defined in parallel; took ownership of conversation as a core surface when no team owned it.
- Reviewed the full agent evaluation set and wrote scripted scenarios for how agent success, uncertainty, and failure appear in the interface; shipped with a deliberately limited eval set so customer-trial utterances could shape final criteria.
- Designed the action layer outside the chat pane and defined when to use an agent versus a deterministic action (inference cost, hallucination risk, correctability); every agent-backed affordance specifies loading, permission, uncertainty, failure, rejection, and reversal states.
- Shipped the platform's first human-in-the-loop system with calibrated confidence controls and priorities configurable by business units and customer admins, achieving **10x** workflow efficiency (approvals from **20 minutes to 2**).
- Recommended against standardizing on MCP Apps as a shared UI layer before interaction and compatibility conventions existed, to avoid repeating browser-era fragmentation across producers.

***Scaling Quality: Operating Model & Governance*** · *Ongoing*

- Introduced a problem-first storytelling standard for designers that cut average dependency discovery from **4 weeks to 2**, returning that time to craft and quality.
- Designed a cross-BU collaboration model and review-qualification rubric adopted by **3 major business-unit workflow teams over 12 months**; co-authored the release-quality rubric work must pass to progress toward general availability.

- Serve as one of **four subject-matter experts** on the council governing AI-native patterns; lead decision capture, ontology, and terminology work that gives people, products, and LLMs shared definitions, feeding a skills-based auditing workflow for pattern deviations.
- Handed facilitation to the design-systems organization, which now runs it independently; led the primary contribution to Horizon, the Figma design system, with an MCP-based governance workflow.

***Platform Interoperability*** · *2023–2025*

- Turned a **twice-deprioritized** ask into a funded program: ran a two-day workshop with **8 business units** to define a five-type interoperability taxonomy engineering could scope; secured funding on the third pitch and shipped in **September 2025**, the first major core-platform release without an executive mandate.
- Cut cross-application workflow enablement from **up to 2 months** of cloning and custom implementation to **about 5 minutes** of configuration; at least a dozen early-access customers enabled it, and a 40-customer Product Advisory Council shaped the release.

***Developer Platform Experience, Mobile*** · *2019–2023*

- First designer on the mobile developer platform; reframed a P1 data-corruption bug as a missing product and shipped Mobile Card Builder in six months, cutting configuration from **30 minutes to 5** and removing pro-code from the path.
- Hand-coded a working prototype over a weekend that settled a **two-week** live-preview debate in **45 minutes**.
- Secured business-unit funding for Mobile App Builder and shipped it on its **nine-month** deadline by pivoting from a 24-month WYSIWYG estimate to a configuration-first builder with rebuilt IA, plain-language terminology, and in-product education.
- Built a concept unifying 12+ builders under one entry point; parts later launched in ServiceNow Studio, and the mobile patterns became the platform's web-configuration design language.

### Lead Product Designer & Software Engineer | Tealium

Aug 2012 – Sept 2019 · San Diego, CA

- Joined as the company's first designer; set the product vision and UX foundation across the suite (iQ, EventStream, AudienceStream, DataAccess) as revenue grew from **$10M to $100M+**.
- Made offline data ingestion self-serve: split setup telemetry by who completed it (Tealium staff finished 86%), then consolidated six tools into one flow, raising customer-completed setups from **14% to 78%** in six months, cutting helpdesk tickets **64%**, and returning **75%+** of strategists' setup time.
- Led the UX team and shipped design in production code across enterprise data products; refactored system design to improve product performance by up to 94%.

### Principal Designer & Engineer | Smartwave Media

Jun 2006 – Jan 2012 · San Diego, CA

- Designed and built 36+ websites for small businesses end to end (HTML, CSS, JavaScript, PHP, SQL); managed project teams of up to 12 contractors.

## LEADERSHIP & SPEAKING

- **Managing Director, San Diego Startup Week** (Startup San Diego) · 2017–2018 — Led a 180-volunteer organization with 60 direct reports to run Southern California's largest entrepreneurship conference: 4,400+ attendees (25% YoY growth) across 287 sessions and 16 tracks; 88% positive NPS.
- **Program Lead, Startup Leadership Program** · 2016–2017 — Designed the curriculum for a competitive 25-founder cohort that went on to raise $1M.
- **Speaker, ServiceNow Knowledge 2024** — "Accelerate User Validation Through Rapid Application Prototyping."

## EDUCATION

**BS, Computer Science** — California State University San Marcos, 2012

## SKILLS

Platform & systems strategy · Agent interaction & orchestration · Eval-informed interface design · Human-in-the-loop & trust design · Design systems at scale · Operating models & release governance · Cross-org alignment & executive influence · Prototyping in code

**Tools:** Claude Code · Codex · Cursor · Figma · Figma Make · HTML/CSS/JS · Lit.js · Git · MCP · Lucidchart