

RAYAN BOUAJRAM

Principal Product Designer — AI-Native Platform · Design Systems at Scale

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SUMMARY

Principal product designer with **20+ years** shaping platform-scale experiences through strategy and vision, and architecting systems that make workflow patterns coherent. Most recently leading the **AI-native Platform Experience** at ServiceNow, shaping design across all business units, with the patterns promoted from the design system into an **AI-native framework support** that millions of users rely on daily. Previously invested in fostering and unifying the **Developer Platform Experience** through 13+ builder tools. An engineering+design background lets me hold craft, feasibility, and viability in a single decision.

EXPERIENCE

Senior Staff Product Designer (Lead) — Platform & AI-Native Experience | ServiceNow

Sept 2019 – Present · Denver, CO

Lead platform experience design for ServiceNow's AI-Native Platform Experience (AINPX) — the foundation layer enterprise workers act through across IT, CRM, HR, and more — spanning intelligent web surfaces, mobile, design systems, and agentic workflows across 40+ scrum teams, on a platform serving the majority of ServiceNow's ~\$15B ARR.

AI-Native Platform Transformation

- Originated the **AI-native platform vision**; scaled from a grassroots pilot to the company's **top strategic initiative sponsored by C-suite executives** (CDO, CPO, 5 business unit GMs), replacing over 70+ navigation-heavy workspaces with proactive, AI-reasoned work surfaces across 8+ business units.
- Built a **human-in-the-loop framework** utilizing calibrated confidence controls which promotes trust, mitigated AI hallucinations, and achieved **10x workflow efficiency** (20-minute approvals reduced to 2 minutes) while retaining essential legacy data structures.
- Served as "Customer Zero" for AI Control Tower that became the **keynote stage at Knowledge 2026**; directed foundational design across all business units to establish AINPX as the **canonical AI platform layer** for admin, fulfiller, and employee experiences. Anchored on a shared Context Engine (Lit.js, conversational AI) that now defines enterprise-wide agentic experiences.

Platform Interoperability

- Synthesized a previously deprioritized initiative into a fundable strategic pillar; orchestrated cross-functional workshops with **eight business units** to architect a **taxonomy of five interoperability types** mapped to specific JTBD. Authored *Building Workspaces using UI Builder*, establishing the 3D layer-cake model as the **canonical platform reference** for enterprise-wide strategy.
- Secured executive sponsorship through evidence-based storytelling; **delivered the September 2025 release** with **40 Early Access customers**. This marked the **first major Core Platform milestone** funded solely on business impact and structural merit, independent of top-down mandates.

Developer Platform Experience, Mobile

- Architected and delivered the **Mobile Card and App Builder** suites from initial vision to production; established a consumer-grade, no-code native workflow and a shared design language that was later **promoted platform-wide**, accelerating the unification of disparate builder tools across the enterprise.
- Engineered a functional prototype to decode complex JSON schemas, serving as the **canonical alignment artifact** for **13+ cross-functional teams** to ensure technical feasibility and design craft; established the foundational strategy for the Mobile Publishing product line.

- Cultivated design talent by directing end-to-end execution and strategic handoffs for high-impact mobile experience workstreams.

Design Systems & Organizational Transformation

- Built the **Experience Library** by auditing screenshots of customer instances and exposing how often teams diverge from design system best practices; surfaced a **canonical inventory of 70+ workspaces across 20+ product areas** that hadn't existed before and synthesized **900 pieces of scattered feedback into 3 root-cause themes**.
- Designed a **hero-workflow workshop format** that ITSM and CSM design leads ran independently, giving Core Platform its first normalized foundation of use cases and JTBD; the **State of the Union deck** and a layer-cake diagram I built started showing up in decks and rooms I wasn't in — a signal the work was scaling on its own.
- **Rebuilt how design systems scale for the AI era**: built an MCP-based creation and governance workflow and a cross-BU contribution model, and led the primary contribution to **Horizon**, ServiceNow's web and mobile Figma system, shifting release planning from component checklists to outcomes teams could actually be accountable for.

Lead Product Designer & Software Engineer | Tealium

Aug 2012 – Sept 2019 · San Diego, CA

- Joined as the company's first designer; established the product vision and UX foundation across the suite (iQ, EventStream, AudienceStream, DataAccess) as the company scaled from \$10M to \$100M+ in revenue
- Led the UX team and delivered design through production code on multiple enterprise data products serving developers and marketing analysts
- Facilitated research and design-sprint workshops that extracted findings and metrics used to inform product strategy across the organization
- Constructed end-to-end journey maps used as cross-functional communication tools; refactored system design to increase product performance by up to 94%

Principal Designer & Engineer | Smartwave Media

Jun 2006 – Jan 2012 · San Diego, CA

- Developed and maintained 36+ websites for SMBs using WordPress, HTML, CSS, JavaScript, PHP, SQL, and custom frameworks
- Managed cross-functional project teams of up to 12 contractors, driving continuous improvements in process and quality

LEADERSHIP

Managing Director | StartupSD – SDSW '17 · Jan 2017 – Mar 2018 · San Diego, CA

Led a 180-volunteer organization with 60 direct reports to host San Diego's largest entrepreneur conference: 4,000+ attendees (25% YoY increase), 75 speakers, 88% positive NPS.

Program Lead | Startup Leadership Program · Jun 2016 – Jun 2017 · San Diego, CA

Designed the curriculum for 25 founders through a highly competitive program; the cohort raised \$1M in funding.

EDUCATION

BS, Computer Science — California State University, 2012

SKILLS & FOCUS

AI-native interaction design · Design systems at scale · Prototyping (Figma Make, code) · Platform & systems thinking · Pattern architecture · 0→1 product design · Developer experience · Cross-functional leadership (design ↔ product ↔ engineering) · Executive influence & sponsorship · Design operations · Research & synthesis · Motion design

Tools: Figma · HTML/CSS/JS · Lit.js · Git · Principle · Lucidchart · Photoshop · Illustrator