



# KRISHNA PRADEEP SUKAPURATH (KP)

Leading the Evolution from Traditional UX to Conversational, AI-Driven Experiences

✉ kp@designkp.com

📞 (201) 850-3485

🌐 [designkp.com](https://designkp.com)

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*Award-winning UX leader and AI product strategist with 25+ years of experience designing human-centered digital products and transforming enterprise organizations. Proven expertise in building experiences rooted in design excellence while pioneering conversational, AI-driven user engagement.*

*Skilled in traditional UX practices — research, service design, interaction design, and systems thinking — combined with real-world leadership delivering Generative AI copilots, RAG-based knowledge systems, and agentic AI frameworks.*

*A strong advocate for the future of UX evolving beyond static screens into dynamic, intelligent conversations, blending core design principles with AI innovation to create adaptive, human-centric experiences.*

*Seeking leadership opportunities to scale modern UX practices while driving the next evolution of AI-driven user interaction.*

## Areas of Expertise

### UX Strategy & Management

- UX Strategy & Design Management
- Service Design & Human-Centered Innovation
- Design Thinking, DesignOps, Design Systems
- UX Metrics, Agile UX, UX Training
- Team Building & Leadership Coaching

### GenAI & Conversation Design

- Generative AI Product Architecture
- Conversational UX & Prompt Engineering
- Knowledge Graphs & Retrieval Architectures
- Human-in-the-Loop Feedback Frameworks
- AI-Driven Personalization Techniques

### Strategic Impact Areas

- Digital Transformation Strategy
- Client Experience & Satisfaction
- Service Transformation Initiatives
- Ops Efficiency & Ticket Reduction
- Client Onboarding, Billing, Vendor Mgmt.

## Professional Experience

### **AssetStride.ai | 2025 March - Present**

#### **Co-Founder - AI Product & Strategy**

- Defining the product vision for an AI-powered platform to help asset managers streamline operations and unlock alpha through intelligent automation and predictive insights.
- Architecting a novel conversational AI co-pilot, enabling financial advisors to query vast, unstructured datasets in natural language to accelerate research and personalize client reporting.
- Leading the end-to-end product lifecycle, from initial user research and rapid prototyping with charter clients to the development and launch of the minimum viable product (MVP).
- Developed a compelling business case and product demonstration that highlights a clear path to disrupting traditional asset management workflows.

### **Johnson & Johnson Technology Services | 2024 February - 2025 February**

#### **Consultant - Generative AI Product & Experience Architect**

- Architected and delivered a transformational GenAI Copilot solution as part of J&J's Service Industrialization (SI) initiative, driving service transparency, efficiency, and customer satisfaction improvements.
- Orchestrated end-to-end ingestion and normalization of structured and unstructured knowledge across ServiceNow, SharePoint, Confluence, JIRA, Bitbucket, MS Teams, Document Repositories & more
- Pioneered a hybrid Retrieval-Augmented Generation (RAG) architecture combining vector-based semantic search with graph-based reasoning to power contextual, intelligent responses.
- Led the development of agentic AI modules for complex solutioning tasks like cost estimation, effort sizing, and architecture design.
- Implemented human-in-the-loop feedback mechanisms, enabling real-time content validation, automated retraining cycles, and dynamic knowledge prioritization.
- Achieved operational impact including:
  - 20% reduction in ticket volume for critical applications
  - \$1.9M in projected annual savings from ticket deflection and faster resolution
  - Elevated customer satisfaction by over 2x — from 32% baseline to 70% post-launch
- Catalyzed a cultural shift from static knowledge consumption to AI-driven, dynamic conversational knowledge management, instilling continuous improvement behaviors among service owners.

### **Career Break | 2023 February - 2024 January**

#### **Self-Directed Learning & Upskilling in AI/Generative AI Expertise**

- Dedicated a year to mastering AI and Generative AI technologies to pioneer the shift from screen-based UX to intelligent, conversational dialogue. Gained hands-on experience with AI models and RAG frameworks, leading directly to a contract as a Generative AI Product & Experience Architect at Johnson & Johnson.

## **BNY Mellon | 2001 August -2023 January**

### **Director, Product Manager - Digital Transformation & Client Experience**

#### **Asset Servicing | Middle Office, 2019-2023**

- Led digital transformation initiatives that enhanced client experiences by executing a product strategy and UX design that transitioned interactions from offline to real-time.
- Spearheaded the automation of client billing, designing and implementing streamlined workflows that increased efficiency and reduced revenue loss.
- Directed the onboarding of client data from third-party systems, overseeing assets under management (AUM) exceeding \$650 billion to ensure accurate integration for day-one operations and investment decisions.
- Managed key technology relationships for a global investment organization with an AUM of \$1.4 trillion, facilitating communication and collaboration to ensure successful outsourcing partnerships.

### **Director, Global Head of User Experience**

#### **Global Operation & Technology, 2011-2019**

- Established and led the development of a centralized global user experience design practice.
- Managed and provided mentorship to a high-performing team of over 60 professionals, including product designers, user researchers, visual designers, content writers, front-end developers, UX metrics analysts, and design ops analysts.
- Defined and executed a comprehensive multi-platform product design vision and strategy for NEXEN, the enterprise digital platform. NEXEN offers thousands of client's access to over 100+ BNY Mellon capabilities across eight lines of businesses and spanning the entire investment lifecycle.
- Successfully managed organizational change by overcoming resistance and securing institutional buy-in for transitioning from individual Line of Business (LOB) portals to a unified BNY Mellon common platform.
- Orchestrated the creation of a unified client experience across eight lines of businesses through the implementation of NEXEN.
- Created and spearheaded the development of a client experience metrics program, resulting in a transformative shift towards a UX + data-focused culture.
- Significantly enhanced the overall user experience score from 51% to 89% by employing the Forrester Customer Experience Index methodology
- Spearheaded the introduction and development of the first design system at BNY Mellon.
- Orchestrated the formation of the internal design system team and implemented a structured governance process for the management and utilization of the design system by over 5000 developers and business analysts across agile teams.
- Successfully defined and executed the product design vision and strategy for MySource, BNY Mellon's intranet platform.
- Led the user experience of MySource to provide digital solutions essential for over 50,000+ worldwide employees to enhance productivity, knowledge, and engagement.
- Received recognition for MySource designs through the Digital Workplace Group award and Steptwo design award.
- Pioneered a design-driven culture by advocating for the implementation of Design Thinking methods and practices across critical projects.
- Led by example through applying Design Thinking principles to key initiatives and facilitated employee training, instructing approximately 3000 employees in fundamentals via the Design Thinking Crash Course.
- Successfully orchestrated the establishment and utilization of six state-of-the-art User Experience Labs across the globe, located in New York, Pittsburgh, London, Singapore, Chennai, and Pune, India.
- Instrumental in facilitating more than 500 user experience testing and research sessions, fostering insights that drove enhancements to various products and services.
- Successfully managed third-party vendors and creative agencies, overseeing a substantial budget of \$15 million.

### **Vice President, Head of User Experience**

#### **Pershing, 2007-2011**

- Led the UX design practice, overseeing a team of 25+ designers and researchers, with several receiving awards.
- Defined and executed the product design strategy for NetX360, enhancing user experience for over 100,000 financial advisors.
- Led UX integration for 30+ service providers, including CRM and financial planning tools.
- Orchestrated the redesign of NetXInvestor, serving over 200,000 weekly users across 900+ firms.
- Introduced industry best practices like User Research, Design Thinking, and User Journey Mapping.

### **Vice President, Head of User Experience**

#### **BNY Mellon Technology India, 2001-2007**

- Led the establishment of a global offshore UX design practice, mentoring a team of 25+ designers, researchers, & developers
- Led UX strategy for professional-facing platforms (NetExchangePro, NetExchangeOffice, NetExchangeAdvisor), Investor-facing platform (NetExchangeClient) and the Institutional facing platform (ITEMS), an application for trade processing.
- Oversaw daily UX design for Harrisdirect.com (formerly CSFBdirect.com and DLJdirect.com).
- Introduced UX design practices, including empathy research, persona development, usability testing, and rapid prototyping.

## **Education**

- Bachelor of Arts, Calicut University - India
- Diploma in Digital & Multimedia Design