

# Haroon Iqbal Ottamalika

## Product designer

Product Designer with experience shipping enterprise AI products at Cisco. Background in full-stack prototyping, design systems, and cross-functional ownership across complex technical domains.

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Portfolio <https://harooniqbal.in>

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## Experience

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### Product Designer @ Cisco

Aug 2024 - Present

- Led end-to-end UX strategy for Policy Analyzer & Optimizer (PAO), an AI-assisted firewall management product used by 787 users across 1,420+ enterprise tenants.
- Increased PAO adoption through customer research, workflow redesign, and analytics-driven improvements by ~20%.
- Created 0-to-1 UX for Capacity Analyzer, delivering operational insights across infrastructure health, forecasting, and risk monitoring.
- Reduced policy-analysis table density by ~50%, improving scanability and decision-making.
- Led UX for Security AIOps onboarding, migrations, AI guardrails, risk insights, and remediation workflows.
- Supported a 9-week beta with 16 customers across 7 feature areas, generating 64 tickets, 23 bugs, and 25 enhancements.
- Extended team impact through frontend prototyping, reusable design-system patterns, and AI enablement for 15+ designers.

### Product Designer / Owner @ Pearlsoft

Nov 2023 - Jul 2024

- Led a cross-functional team of 10 developers and QA engineers across 6+ sprints to deliver a white-label rental management platform.
- Designed 50+ screens and end-to-end workflows, reducing task completion times by 30-40%.
- Built and implemented a design system across Figma, HTML, and CSS, improving consistency and development efficiency.
- Translated business requirements into scalable product experiences while monitoring usability and performance metrics.

### UX Design Intern @ Mimyk Healthcare solutions

May 2022 - Jul 2022

- Conducted field research through 5+ site visits, contextual inquiries, and SME interviews to understand healthcare workflows and user needs.
- Evaluated 5 competing products to identify market opportunities and inform product strategy.
- Led design sprints from ideation through wireframing, prototyping, and interaction design.
- Delivered end-to-end UX solutions by collaborating with clinicians, subject matter experts, and business stakeholders.

### Software Engineer @ Cambium Networks

2021 - 2022

- Contributed to a global Agile team building a data-transmission monitoring dashboard using the MEAN stack.
- Migrated 20+ components from AngularJS to Angular while collaborating across frontend, backend, and design teams.
- Developed and tested data-visualization features that improved usability while coordinating delivery across teams in three time zones.

## Education

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### Indian Institute of Science Master of Design, Center for Product Design and Manufacturing

Aug 2021 - Jul 2023

### Indian Institute of Technology Bachelor of Technology, Chemical Engineering

Aug 2016 - May 2020

## Projects

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### User Friendly Multi Directional Handwashing Station @ UNICEF National competition

- Designed an accessible handwashing kiosk for the Indian context as part of a 4-member interdisciplinary team.
- Awarded First Runner-Up among 50+ teams, including startups, NIDs, and IISc teams.
- Led market research, user research, and concept ideation to inform the final design.
- Presented the solution to FICCI officials, receiving recognition for accessibility and user-centered design.

### Quarterly RBI paper analysis using Natural Language processing @ Deutsche Bank

- Developed an NLP-based system to analyze RBI quarterly reports and accelerate financial research workflows.
- Led a 4-member team to first place in a Deutsche Bank-sponsored competition judged by senior analysts.
- Designed data visualizations to communicate qualitative insights extracted from RBI reports.

## Skill

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- Figma · Design Systems · AI assisted prototyping (Claude, cursor etc) · Interaction designs · Usability Testing
- React / Next.js · HTML · CSS · Tailwind · Python