

Hello, I'm Purnima Sachdeva.

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Bengaluru, India

I'm a Product Designer, Design Lead, and AI experience specialist.

For over 7 years, I've designed software products and crafted design systems for the people who build the systems everything else runs on. I focus on making enterprise platforms feel learnable, trustworthy, and fast for the specialists who live in them every day.

My most recent work sits where agentic AI meets deeply technical enterprise tooling: designing agents that do real work, and the interaction patterns that keep people in control of them.

Work Experience

IBM — India Software Labs

Senior Designer

Jul 2024 - Jan 2026

Bengaluru, India

In this role, I lead design for AI across IBM's webMethods Hybrid iPaaS platform. I own the end-to-end experience for the Integration Agent and its sibling agents, define the interaction patterns that govern how AI behaves across the portfolio, and work closely with Product, Engineering, Research and Offering Management to take agentic capabilities from vision to general availability.

Key accomplishments:

- **Design lead and sole owner of the user journeys, flows and designs for the Integration Agent**, an agentic experience that builds enterprise integrations from natural language — shipped to Public Preview in March 2025 and to General availability in December 2025 across five webMethods products.
- **Authored five interaction principles for agentic AI**, since adopted by four other IBM product teams including the Carbon for AI design system working group.
- **Drove design across the wider AI portfolio** — API Agent, Error Fixing Agent and Documentation Insights — establishing shared patterns for AI onboarding, trust and transparency, and human-in-the-loop control.
- **Led Project Pembroke's AI design**, unifying 40+ personas across webMethods and IBM iPaaS into a streamlined, research-backed persona set now used across Integration, API, B2B, MFT, and more.
- **Contributed to a measured 20-50% productivity improvement** for integration specialists, in a portfolio named a Leader in the Forrester Wave for iPaaS, Quarter-4 2025.
- **Mentored three junior designers** and represented the portfolio in the Cross-IBM AI Working Group, influencing AI experience direction beyond iPaaS.
- **Co-inventor on a filed patent** in the AI and enterprise integration space, currently under NDA.

Software AG (now IBM webMethods)

Senior Designer

2023 - Jul 2024

Bengaluru, India

Promoted to Senior Designer within a year of joining, I took on the design lead role for the newly formed AI in iPaaS workstream. I had the opportunity to set the design vision for CoPilot AI in webMethods, translated it into a quarterly roadmap alongside Product and Engineering, and used storytelling, demo flows and playbacks to align leadership and customers.

Key accomplishments:

- **Defined the design vision and strategy for CoPilot AI** in webMethods, moving the product from AI-guided copilot patterns toward semi-autonomous experiences.
- **Designed AI-enabled capabilities across the integration lifecycle**, creating reusable patterns for AI onboarding and copilot entry points.
- **Shipped AI-powered mapping suggestions, AI data assist and AI-generated asset descriptions** through successive private preview bundles into Public Preview.
- **Partnered with UX Research** to run discovery and validation across five core personas, grounding roadmap decisions in evidence rather than assumption.
- **Presented design narratives and playbacks** to the Product Leadership Team and the webMethods Customer Advisory Board, directly shaping the AI roadmap.

Software AG

Product Designer, Delite Design System

2022 - 2023

Bengaluru, India

I joined Software AG as a Product Designer on the core team behind Delite, the design system used across the webMethods iPaaS suite. My work here sat between the system and the product teams building on it, creating components, defining craft guidelines, and running the cadences that kept the two sides talking.

Key accomplishments:

- **Bridged the gap between product and design system**, bringing consistency across the suite of iPaaS products.
- **Created and shipped components** into the Delite component library.
- **Crafted the product illustration guidelines** for the suite.
- **Fostered collaboration between the design system and product teams** by establishing regular cadences, Vibe Checks and Delite Drop-in Clinics.
- **Helped product teams adopt the design system** through the Delite Adoption Program.

Moonraft Innovation Labs

Product Designer

2019 - 2022

Bengaluru, India

My time here was spent inside a design consultancy, working across client engagements in a fast-moving, multi-project environment. The work spanned research, concept development, interaction design and visual design for web and mobile products, usually on tight timelines and with direct client exposure.

Key accomplishments:

- **Delivered end-to-end product design** for enterprise and consumer clients across web and mobile platforms.
- **Facilitated stakeholder workshops and design-thinking sessions** to align business goals with user needs.
- **Built and maintained design systems and component libraries** for client products.
- **Presented design rationale directly to client stakeholders**, making the case for user-centred decisions.

Internships

Analogy Design Studio

Design Intern

2018 - 2019
Bengaluru, India

Design for India, NASSCOM

Design Intern

Jun 2018 - Jul 2018
Bengaluru, India

KFX Labs

Frontend Engineer Intern

2016 - 2017
Bengaluru, India

Education

MIT Institute of Design

Master of Design (M.Des), Graphic Design

2017 - 2019
Pune, India

Christ University

Master of Computer Applications (MCA)

2014 - 2017
Bengaluru, India

University of Rajasthan

Bachelor of Computer Applications (BCA)

2011 - 2014
Jaipur, India

Patents

Conversational Workflow Creation

IBM

Filed Jan 2026
Under NDA

Co-inventor on a filed patent covering a conversational, agentic AI system that turns natural language into complete integration workflows, interpreting user intent, engaging in dialogue to fill gaps, validating connector capabilities, and executing the plan step by step, with no manual configuration of steps, connectors or mappings. The approach cuts setup time and integration errors, letting both technical and non-technical users build and deploy enterprise-grade integrations.

Awards

Design-Focused and All-Round Designer

Software AG

For breadth of contribution and consistent collaboration across product areas.