

Sangeetha Gomatam

Senior Product Designer — Identity, Security & Enterprise UX

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SUMMARY

I design enterprise security products that people can actually use. At Duo Security (Cisco), I've spent 6+ years working on the most complex UX problems in IAM, including authentication flows, identity provisioning, and admin interfaces, for a platform used by tens of thousands of enterprises worldwide. I work across research, product strategy, and UX to simplify complex workflows and improve experiences for both IT administrators and end users. I have prior experience in frontend engineering systems for network management products.

EXPERIENCE

Senior Product Designer — Duo Security (Cisco)

June 2021 – Present

Identity Provisioning & SCIM

- Led product design for user provisioning and outbound SCIM workflows within Duo's identity platform, helping IT administrators automate user lifecycle management.
- Shaped product direction through competitive analysis, story mapping, user journey mapping, and cross-functional collaboration.
- Helped scale outbound provisioning features used by 570+ customers, supporting 181K+ users, 3.3K+ groups, and nearly 1,000 active integrations.
- Mentored junior designers on the team by critique, and research synthesis, helping them develop their design voice in a complex, security-focused domain.

Duo Passport — Authentication Optimization

- Led research and UX design for Duo Passport, a product focused on reducing repetitive MFA prompts and improving login experiences.
- Simplified authentication workflows for 3,000+ users and reduced authentication prompts by up to 66%.
- Worked with Product Management, Engineering and Sales to shape the product roadmap by creating user journey maps and prioritization frameworks.
- Created product artifacts presented at RSA Conference to aid customer education and go-to-market initiatives.

Self-Service Experience — End User Enablement

- Led the vision and UX design for a centralized self-service platform, including password reset, and self-service portal experiences.
- Conducted research with 15+ enterprises across 3 distinct personas to identify support bottlenecks impacting self-service adoption; Synthesized findings into a business case for stakeholder alignment.
- Led discovery, prototyping, and testing for password reset and change workflows, improving experiences for both IT administrators and end users.
- Helped define the future of self-service at Duo by redesigning navigation and improving application discoverability with categories and favoriting features.

Duo Authentication Proxy — Admin Dashboard

- Led product design for a centralized security administration dashboard enabling customers to manage multiple Duo Authentication Proxy deployments.
- Addressed operational pain points affecting approximately 65% of Duo's customer base; designed a configuration management experience used by 1,000+ enterprise customers.
- Reduced support tickets by over 50% through guided UX and improved information architecture for complex configuration workflows.

UX Engineer — Duo Security (Cisco)

June 2020 – June 2021

- Contributed to the development and implementation of Duo's design system, improving design-engineering collaboration and frontend consistency.
- Bridged design and engineering by contributing directly to frontend implementation using React, JavaScript, HTML, and CSS.

- Improved scalability and reuse of UI patterns across security and authentication products.

Developer — Everest Networks (acquired by Fortinet) May 2016 – Aug 2018

- Designed and developed dashboards, configuration workflows, and reporting systems for enterprise high-density WLAN management products.
- Built networking administration interfaces deployed at scale including Lincoln Financial Field and the New York Jets.

EDUCATION

M.S. Information (Human Computer Interaction) — University of Michigan School of Information 2018 – 2020

B.E. Computer Science & Engineering — B.M.S. Institute of Technology and Management 2011 – 2015

SKILLS

Enterprise UX • Identity & Access Management (IAM) • Authentication & MFA Workflows • User Research & Synthesis • Workshop Facilitation • Workflow Design • Information Architecture • Interaction Design • Accessibility • Product Strategy • Usability Testing • Design Systems • Cross-functional Collaboration • User Journey Mapping • Prototyping • Security Administration UX • Platform Design

TOOLS & TECHNOLOGIES

Figma • FigJam • Sketch • React • JavaScript • HTML • CSS • Angular • Jira

MENTORSHIP & TEACHING

Mentor — Technovation Jan 2022 – 2023

- Mentored high school STEM students through the full product design process — from problem framing and user research to prototyping and app launch — helping teams compete in a global technology entrepreneurship program.

Graduate Student Instructor — University of Michigan Jan 2019 – Apr 2020

- Led discussion sections for graduate-level programming courses covering SQL, Django, and web application development.