Abe Nito

SENIOR PRODUCT DESIGNER
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EXPERIENCE

Microsoft Azure | Product Designer
Cloud Infrastructure Experiences (CIX): Azure Kubernetes Service (AKS), Compute, Storage, Networking, End-to-End, and Growth

SEPTEMBER 2025 - PRESENT

- Leading UX design and cross-functional initiatives, shaping scalable cloud infrastructure experiences for enterprise customers.
- Driving design strategy in collaboration with product, engineering, research, and design systems teams to simplify complex workflows, improve usability, and support business growth.

Key Achievements:

- **CIX Create:** Spearheading a cross-functional initiative to standardize and simplify Azure resource creation across product teams. Established reusable UX patterns aimed at *300K additional completed deployments/month* across *3M monthly starts*, influencing product roadmaps and design system guidance.
- **Intent-based Create:** Exploring concepts for Azure's next-generation, AI-assisted deployment experience, moving from configuration-heavy forms to intent-driven infrastructure planning. Quantified potential impact: increasing Virtual Machine (VM) Create completion from *~40% to 60%* could enable *~200K additional successful VM deployments per month*.
- **New Create Pattern Adoption:** Driving cross-team adoption of reusable Create patterns, contributing to Storage Create's *100% production rollout* and Networking's Cost Card pilot in Load Balancer Create, aiming to improve cost transparency and reduce billing-related support cases from a baseline of *39 monthly incidents*.
- **Essential Machine Management (EMM):** Sole designer shaping Azure's scalable machine-management experience, supporting environments with *18K+ VMs*. EMM is designed to strengthen customer retention and Arc-to-Azure migration while driving uptake of paid management services, with a *$9 per Arc server/month* monetization model. Adoption grew *6× (32 to 200 customers)* from April to October 2026, with *nearly 8K machines* enabled.

Azure Networking

MARCH 2022 - SEPTEMBER 2025

- **Network Security Perimeter (NSP):** Led UX design for zero-trust Platform-as-a-Service (PaaS) isolation, supporting growth from *100K to 1.55M resources* in one quarter and adoption by *650+ external customers* within Azure's $1B+ Network Security business.
- **Network Configuration Patterns:** Established reusable, security-first UX patterns across *100+ Azure resource types*, supporting Microsoft's Secure Future Initiative.
- **Load Balancing & Content Delivery Hub:** Led design improvements driving *48% higher engagement*, *5× Azure Front Door* and *2.7× Load Balancer* Create entries, supporting a *$364M revenue portfolio* (fiscal year 2025, year to date).
- **Domain Name System (DNS) Private Resolver:** Redesigned Virtual Network (VNet) DNS and introduced a dedicated entry point, growing adoption to *2.2K customers/month* and contributing to a *43% increase in creates*, representing a modeled *$1M annual revenue opportunity*.
- **Virtual Network Verifier & IP Address Management (IPAM):** Led UX design through general availability, enabling self-service connectivity diagnostics, centralized IP management, and conflict prevention at scale.

SAP | UX Designer and Customer Marketing
Partner Technology

SEPTEMBER 2020 - MARCH 2022

- Led UX design and research for PartnerEdge, simplifying partner registration on sap.com and designing internal sales commission and compliance workflows for cloud solutions.

SAP Ariba

AUGUST 2019 - AUGUST 2020

- Developed B2B digital campaigns across email, social, video, and events, leading Supplier Spotlight and supporting regional Supplier Digital Summits.

EDUCATION

M.S. in Digital Media
University of British Columbia

B.S. in Communications Technology Management
Ateneo de Manila University

CERTIFICATES

UX Certification
Nielsen Norman Group

Certified Associate - Design Thinking
SAP

Front-end Design and Web Development
British Columbia Institute of Technology

EXPERTISE

UX Strategy
Rapid + AI Prototyping
Design Systems + Patterns
Product-Led Growth + Adoption
Data-Driven Design
Enterprise + Complex Systems
Cross-Functional Collaboration
Communication + Storytelling

VOLUNTEER

Design Week Lead
Microsoft

Mentorship REACH program
Microsoft