

PROSHONJIT MITRA

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UX RESEARCH & PRODUCT STRATEGY LEADER | AI, VOICE & MULTIMODAL EXPERIENCES

UX research and product strategy leader with 8+ years of experience specializing in AI-first, voice-first, and multimodal product experiences. I turn ambiguous emerging technologies into validated product direction through mixed-methods research, strategy workshops, prototypes, and decision frameworks. My work spans production-AI prompt governance, conversational UX, AI voice prototyping, next-generation navigation, digital climate controls, multimodal HMI, autonomous mobility, and research infrastructure

CORE STRENGTHS

Mixed-methods UX research | Product strategy | Human-AI interaction |
Conversational UX | AI prompt governance | Large-scale surveys | Usability testing
| Benchmarking | Research tooling & prototyping | Executive storytelling |
Multimodal HMI | Research operations

PROFESSIONAL EXPERIENCE

Lucid Motors — San Francisco Bay Area, CA

Lead, UX Research & Strategy | May 2024 - Present

Senior UX Researcher / Strategist | May 2021 - May 2024

Lead research and product strategy across AI, voice, navigation, multimodal HMI, HUD/ARHUD, digital climate, and research infrastructure for luxury EV experiences.

- Serve as Design representative on Lucid's centralized AI Prompt Board, reviewing production-bound system prompts, personality prompts, tool-call prompts, customer-facing AI responses, and safety/brand language.
- Shaped product and narrative strategy for Lucid's publicly announced Lucid Intelligence / AI Experience platform, helping define AI as a multimodal, LLM-agnostic orchestration layer across vehicle context, natural interaction, personalization, and mobility experiences.

- Designed and built an internal AI voice prototyping platform that maps LLM responses to ProtoPie actions, enabling designers/researchers to test voice-first concepts without custom engineering.
- Led NextGen Navigation strategy and validation, translating workshop concepts and a **360+ participant global concept evaluation survey** into an AI-forward roadmap across AI trip planning, multi-device continuity, safety-first parking, 3D visualization, and autonomy-integrated experiences.
- Planned and executed a multi-part Voice & AI research program spanning competitive benchmarking, behavioral surveys, interviews, and assistant personality workshops.
- Validated Lucid's digital vent controls concept across **4 usability studies with 40+ participants**; shaped interaction concepts, co-designed the voice interaction model, and defined the prompt system for voice-controlled climate behavior. Patent pending/filed as co-inventor.
- Led Gravity pre-production and multimodal HMI research that influenced final UI direction, steering wheel controller design, tactile feedback requirements, HUD/ARHUD concepts, and digital control interactions.
- Contributed to Gravity's **iF Gold Award-winning** UX multimodal interaction system through research-led design direction and validation. Expected patent approval as co-inventor.
- Helped architect Lucid's Experience Research Lab, defining requirements for multi-room/multi-buck research, simulator-HMI integration, synchronized capture, real-time tagging, observable data capture, and remote observation.
- Scaled research accessibility by co-launching Dovetail research repository and increasing internal adoption by **~100 users**, more than doubling usage, launching research newsletters reaching **~3,500 employees**, and expanding the Employee Research Panel by **450+ employees** (10% of total employees).
- Mentored a Sr UX Researcher and multiple Sr UX Designers across research framing, conversational UX, AI design strategy, and insight-to-recommendation development.

SELECTED RECOGNITION

- 2026 Co-inventor on patent-pending digital vent control interaction design
- **2025 Exceptional Performer** rating (top 5%) + 2025 Lucid Extra Mile Award recognition
- 2024 Gravity **iF Gold Award** co-recipient; co-inventor on Gravity multimodal interaction system patent (grant expected soon).

Toyota Research Institute — Los Altos, CA

User Experience Researcher, Automated Driving | Aug 2019 – May 2021

- Led UX research for autonomous driving passenger and driver experiences, contributing to **\$1M+ project cost reduction** and **200%+ usability improvement** through research-led methods and design changes.
- Designed multimodal studies across passenger, driver, and differently abled user experiences to inform trust, comfort, control, and interaction expectations in automated driving contexts.

GoDaddy — Kirkland, WA

Conversational / UX Design Intern | Jun 2018 – Sep 2018

- Conducted UX research and design for a customer-facing product, contributing to an **11% increase in engagement** through usability testing, A/B testing, and prototype evaluation.

IOTAP — Mumbai, India

Content Strategist & Marketing Lead | Sep 2016 – Jul 2017

- Led a cross-functional UX, data, content, and digital marketing team; managed a **\$100K marketing budget** and contributed to a **25% increase in sales-pipeline speed** through customer research and GTM analysis.

EDUCATION

University of Washington (2017-2019) — MS, Information Management | GPA: 3.88

University of Mumbai (2009-2013) — BEngg, Computer Engineering

TOOLS & METHODS

Dovetail, Qualtrics, UserTesting, Tableau, Excel, Figma, ProtoPie, LucidSpark, Adobe Creative Cloud, OpenAI APIs, Claude Code, LLM-based prototyping, prompt architecture, conversational AI evaluation, surveys, interviews, detection-response task, simulation based usability testing, benchmarking, field studies, journey mapping, mixed-methods synthesis