

Vaibhav Bhanot

Brand · Product Design · Digital Transformation · AI

vaibhavbhanot.com | vaibhav7bhanot@gmail.com | +1 (912) 713-3245

PROFILE

Creative and strategic Experience Design leader with 15+ years directing brand, product, and platform work at scale across enterprise, agency, and emerging tech. Proven ability to navigate ambiguity, align stakeholders, and deliver scalable solutions with high-performing teams. Currently directing The Stealth Lab, an independent design studio building AI-powered product and creative experiences. Named one of Business Insider's 50 Rising Stars of Madison Avenue; CES Honoree for Product Design.

EXPERIENCE

The Stealth Lab

Apr 2025 – Present

Creative Lead & Founder

- Lead design across creator tools, core app flows, and social features
- Build design systems and define interaction patterns for clients creating, editing, and monetizing with AI
- Own UX architecture, onboarding, and discovery, using qualitative and quantitative research to drive decisions
- Maintain design system and drive cross-functional execution using AI

Prophet

Aug 2022 – Apr 2025

Director of Experience & Product Design

- Led 5–7 designers across \$500K–\$MM engagements for Truist, AbbVie, Gore, BitSight, and Vusion
- Drove +81% traffic and -10% operating costs for enterprise clients through end-to-end brand and product redesigns
- Took end-to-end ownership of experience strategy across client engagements, from defining UX architecture and driving stakeholder alignment to delivering cohesive physical-to-digital journeys

Wunderman Thompson (WPP)

Mar 2017 – Aug 2022

Director of Experience Design

- Led 10+ designers on programs from \$1M to \$500M across financial services, healthcare, and technology
- Directed post-acquisition UI/UX for Microsoft FlipGrid (20M+ users), prioritizing accessibility and scalable interaction patterns; co-led Google x Marvel HBCU initiative (1.75M+ visits, 4+ min avg. engagement)
- Designed a Telemedicine device that received FDA approval; honored with Clio Silver and D&AD Wood Pencil

Earlier: Great Dane, Media Specialist (2016) · SCAD, Design Specialist (2016) · MTV / Viacom, Producer (2013–14) · Cogmat, Creative (2012–13)

EDUCATION

Savannah College of Art & Design

2015 – 2016

M.A., Design Management

NMIMS University

2008 – 2012

B.Tech, Electronics

RECOGNITION

- 50 Rising Stars of Madison Avenue, Business Insider
- CES Honoree, Product Design
- WPP High Potential Program
- Clio Awards, Silver, Product Innovation
- D&AD, Wood Pencil, Future Impact / Health & Wellness

TOOLS & SKILLS

AI & Prototyping: ComfyUI, v0, Flora.ai, Cursor, Lovable, Bubble.io, Magic Pattern, Claude, ChatGPT, Gemini

Design: Figma, Adobe Creative Suite, Principle, Sketch

Development: HTML, CSS, Node.js, Java, Python

Project: Jira, Confluence, Miro, Microsoft 365, Trello

Volunteer, Make a Difference Foundation: Co-founded DE&I initiative in the creative industry; managed partnerships for a fundraising event generating \$20,000 for underprivileged children.