

# Greg Brucato

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**Portfolio:** <https://www.gbrucato.com>  
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## Executive Summary

Strategic UX leader with 15+ years of experience driving the design and delivery of enterprise-grade B2B digital products across cloud, telecom, and fintech industries. Proven ability to build and scale UX teams, align design vision with business goals, and influence executive stakeholders. Expert in agile design operations, data-informed user research, accessibility (WCAG), and modern design systems. Passionate about creating intuitive, inclusive, and scalable experiences that drive measurable business outcomes.

## Core Competencies

- UX Strategy & Leadership
- Cross-functional Collaboration
- Agile Design & Development
- Accessibility (WCAG Compliance)
- UX Research & Design Thinking
- Scalable Design Systems
- Prototyping & Rapid Iteration
- Executive Stakeholder Communication
- Developer Velocity Optimization

## Professional Experience

**Microsoft** — Burlington, MA  
**Principal UX/UI Manager**

*Nov 2020 – Aug 2024*

- Directed UX strategy for an Azure-based telecom management platform, contributing to increased developer velocity by 20%.
- Led Design for Copilot (ChatGPT) features leveraging AI and telemetry for real-time root cause analysis.
- Led customer research, Figma-driven design sessions, and iterative validation cycles to optimize usability and cross-team alignment.
- Spearheaded WCAG accessibility programs across multiple product suites, achieving enterprise compliance.
- Produced product brand assets, videos, and served as UX evangelist at Mobile World Congress.

**Affirmed Networks** — Acton, MA  
**Director of User Experience**

*Jun 2011 – Nov 2020*

- Built and managed a cross-functional UX team for a cloud-based platform serving major telecom carrier networks worldwide.
- Defined UX strategy and design operations across multiple product lines in Agile environments.
- Delivered Figma prototypes, live demos, and design systems that accelerated product cycles and supported global sales.
- Collaborated with marketing and engineering to align design initiatives with business and customer needs.

**Little & Company — Lowell, MA**  
**Senior Web UI Designer**

*Oct 2009 – Sep 2010*

- Designed user-facing elements of a hosted web application for merchant transaction analytics.
- Created and managed A/B testing initiatives using SiteSpect to improve conversion and usability.

**Sonus Networks. — Westford, MA**  
**Senior UX Designer**

*Mar 2006 – Jun 2007*

- Designed UX/UI for large-scale network management systems.
- Led offshore development coordination and conducted on-site user research with telecom carriers.

## Education

**New England Law I Boston, MA**  
Juris Doctor (cum laude)

- Dean's Merit Scholarship,
- New England Scholar Award

**Clark University I Worcester, MA**

Bachelor of Science in Professional Communication (summa cum laude)

## Tools & Technologies

**Design:** Figma, Adobe Creative Suite (Photoshop, Illustrator), Camtasia

**Development:** HTML5, CSS, LESS, JavaScript, Handlebars, JSON, SVG

**Tools:** Visual Studio Code, Git, Azure DevOps, MS Service 360

**Methods:** Agile, Rapid Prototyping, Responsive/Adaptive Design, A/B Testing, WCAG Compliance

## Portfolio

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