

Pedro Ardila

PRINCIPAL DESIGN MANAGER

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About

Design leader at the intersection of AI, cloud reliability, and engineering systems. 18 years at Microsoft shaping Azure and Windows products, from billion-user experiences to \$1B+ cloud businesses. I turn complex technical systems and fragmented organizations into coherent product and design strategies.

Education

2008 **Stevens Institute of Technology**

Computer Science (Honors)

Expertise

AI & Agentic UX

Cloud Reliability

Engineering Systems

Trust & Safety

Design Strategy

Organizational Leadership

Experience

Principal Design Manager – Microsoft Cloud UX

2023 — Now

- Directed design strategy to reduce production outages across Microsoft's cloud deployment pipeline, unifying fragmented risk and change-approval tools into one lifecycle model across **4 CVP organizations**.
- Applied AI to automate build risk assessment and approvals, cutting deployment-approval time from **hours to 8 minutes** and saving **hundreds of manual-review hours monthly**.
- Institutionalized security-by-default across the studio, making **Secure by Design audits standard practice for all designs before implementation**.
- Built an AI upskilling program combining hackathons and recurring training, moving the design org from ad hoc AI use to **baseline AI fluency across the entire team** with GitHub Copilot and Copilot Cowork.
- Shaped executive Azure and Windows narratives for Scott Guthrie, Panos Panay, and Satya Nadella, accelerating critical **security and sustainability features in Windows**.
- Delivered AI-generated content transparency standards (C2PA), **reaching 500M+ people** and safeguarding elections worldwide.
- Led Copilot in Windows Admin Center design, achieving high AI Trust Scores and boosting enterprise IT adoption.
- Directed Windows **sustainability features for 1.5B users**, improving power management and advancing climate goals.

Principal Design Manager – Microsoft Internet of Things

2018 - 2023

- Led Azure IoT Hub onboarding strategy around highest-leverage journeys and platform standards, raising **SUS from 73 to 82** and **first-time setup success from 31% to 92%**.
- Directed GA launches for Azure IoT services and new design-system components adopted across **4 services**, supporting a **\$1B+ business** and **improving customer satisfaction by 15%**.
- Led storytelling and narrative design for executive partnership pitches that helped secure VW, Stellantis, Unilever, and Gojo as Azure and Azure IoT customers.

Senior Design Lead – Microsoft, Azure Data & AI

2012 - 2018

- Pioneered Azure ML Workbench's getting-started experience and free-to-paid upgrade path, driving **40% conversion lift** and **3 patents** (1 granted, 2 pending) as named inventor.
- Ran **15+ design sprints** and **100+ user interviews** with data scientists, improving concept-to-prototype speed by ~50% and shaping product direction.
- Designed Azure Search's configuration and core experience during incubation, informing V1 direction for a product that scaled to **hundreds of thousands of monthly users by GA**.