

Supriya Monica D'Costa

Product Designer 2 at Microsoft with 5+ years of experience, designing user centric experiences shipping security, compliance and AI features from 0 to 1. I design enterprise solutions simplifying complex workflows and bring trust to AI-powered experiences.

PORTFOLIO WEBSITE

supriyadcosta.com

EXPERIENCE

Product Designer II, Microsoft | September 2024 – Present

Microsoft Purview

- Drove **UX strategy and execution for AI-powered Data Classification** driving the vision from early concept through MVP, facilitating workshops with enterprise customers to shape **AI adoption**, explainability, and trust strategy.
- Led UX design for **Classifier Guidance**, letting admins define the intent behind custom sensitive information types (SITs) so the AI Alert Triage Agent can validate them more accurately. Projected to **improve triage precision for ~50% of alert volume**.
- Owned **UX strategy and design for Data Loss Prevention Reusable Lists**, letting security admins update many data-protection policies from one shared list instead of editing each by hand. Prioritised to **unblock renewals with strategic E5 customers; shipped to 160+ private-preview tenants (July 2026)**.
- Led **end-to-end UX for On-Demand Classification**, a pay-as-you-go data protection capability **shipped in June 2025; adopted by 320+ billed enterprise tenants, powering 30K+ scans and ~\$700K in monthly revenue** within 3 months.
- Independently built a **generative-AI Figma plugin that automates accessibility documentation for design-to-engineering handoff, cutting manual effort by ~80%**.
- **Culture Lead** for the team where I drove engagement, learning and inclusion initiatives that helped maintain a **75%+ engagement score** for 3 consecutive years.

Product Designer I, Microsoft | January 2022 - September 2024

Microsoft Defender, Microsoft Purview

- Led UX strategy for **onboarding, offboarding, and device-health experiences for Microsoft Defender for Endpoint**, streamlining deployment and lifecycle management workflows **reducing onboarding-related support incidents by 42%**
- Designed the **Just-In-Time (JIT) Protection** settings for Microsoft Purview DLP, simplifying how admins configure fallback protection and reducing enforcement gaps. Contributed to **raising enforcement reliability from 98.3% to 99%+**.
- Designed **Optical Character Recognition-powered classification and onboarding** for Microsoft Purview, extending data protection to images and scanned documents, a **pay-as-you-go capability that generated \$3.6M ARR**.

Product Design Vendor, Microsoft | August 2021 - January 2022

Microsoft Defender, Microsoft Purview

- Led UX design for Microsoft Purview's **DLP Migration Assistant**, accelerating enterprise migrations from competes by standardising policy translation workflows and **reducing migration discovery effort by up to 80%**.
- Designed the **end-to-end admin and end-user experiences** for the **Microsoft Defender Network Protection** feature, scaling threat visibility across enterprise endpoints with **over 10M users**.

CONTACT

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EDUCATION

Bachelor of Design
National Institute of Fashion Technology (NIFT), Mumbai
2012 – 2016

SKILLS

Product and UX:
Product design
Interaction design
Storytelling
AI experiences
Systems Thinking
Cross-functional collaboration
Product psychology
Design systems
Accessibility
Rapid prototyping

Code & making:
AI-assisted prototyping
Interactive prototypes

Tools:
VSCode
Figma - Figma Make
Copilot Code
Adobe CC

ADDITIONAL EXPERIENCE

Co-founder
Vinie International, Embroidery design export house
January – December 2020

Assistant-professor for fashion design
iLEAD & WLCI
February 2019 – January 2020

Senior Designer and Merchandiser
Art&Craft Exclusive
October 2017 - February 2019

Research & Development Designer
Chanakya International
November 2016 – September 2017