Divine Lakshmi

Principal Product Designer | Enterprise & Platform UX | AI-Enabled Commerce

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Principal-level product designer with deep ownership of enterprise-scale commerce, quoting, checkout, logistics, and seller platforms used by global commercial customers. Experienced in translating complex systems and ambiguous problem spaces into cohesive, high-performing experiences through strategy, research, and executive storytelling. A trusted partner to product, engineering, and leadership teams for driving modernization, platform consistency, and AI-enabled innovation at scale.

KEY ACHIEVEMENTS

- Improved global commercial checkout, increasing conversion by 2% year over year and achieving 64% CSAT across nearly all commercial customers.
- Designed logistics and fulfillment capabilities that increased frictionless order rates by 11% and unlocking over $7M in eRevenue.
- Contributed to defining an AI-driven experience strategy that influenced multi-year roadmaps across enterprise, SMB, and consumer platforms.
- Accelerated platform modernization by standardizing cart and checkout components, reducing duplication and enabling faster, more consistent delivery across programs.
- Orchestrated alignment across 10+ product teams through research, demos, and design reviews enabling faster delivery of cohesive end-to-end experiences.
- Selected for a high-potential leadership development program and recognized for research excellence and cross-functional impact.

PROFESSIONAL EXPERIENCE

Dell Technologies | Senior Principal, UX & Product Design
Jan 2019 – Feb 2026, Round Rock, TX

Senior principal designer with sustained ownership of enterprise commerce and sales platforms, spanning checkout, quoting, logistics, chat, and AI-enabled innovation. Working across strategy, discovery, delivery, and organizational alignment for global, multi-team ecosystems.

Innovation & AI Strategy | Apr 2025 – Feb 2026

- Produced strategic UX storytelling for AI agent concept videos, translating complex workflows into outcome-focused narratives to be adopted by enterprise, SMB, and consumer businesses.
- Co-created a high-impact internal innovation site to clarify Dell's forward-looking technology vision and increase executive visibility.
- Contributed to emerging-technology and AI experience strategy through applied research, informing long-term product direction and improving organizational readiness for AI initiatives.
- Helped shape a shared experience vision across AI Mode, Dell.com, and Dell Design System programs, improving cross-platform alignment and design decision-making.
- Conceptualized a future-state vision for modernizing the Dell Design System Contributor Sandbox, outlining AI-enabled automation opportunities to streamline contributor workflows.

Commercial Quote Experience | May 2024 – Apr 2025

- Redesigned the Quote Home experience to improve transparency and reduce friction, applying research insights to deliver a clearer and more intuitive experience.

CORE CAPABILITIES

UX Leadership & Strategy: Product strategy, platform design, executive storytelling, cross-functional leadership, workshop facilitation, data-informed decision-making

Research & Discovery: User interviews, VoCaaS, usability testing, heuristic evaluation, synthesis, personas, journeys

Design Systems & Delivery: Enterprise design systems, reusable components, interaction design, accessibility, design operations

AI & Innovation: AI and GenAI concepts, workflow acceleration, automation, emerging technology evaluation

Tools & Methods: Figma, Adobe Creative Suite, HTML, CSS, JavaScript, Agile, Discovery & Framing

EDUCATION

Bachelor of Fine Arts
Applied Art (Graphic/Visual Design), 2006
Bangalore University, College of Fine Arts, Karnataka Chitrakala Parishath

- Owned end-to-end design strategy for the commercial quote and purchase experience, aligning user needs, business constraints, and platform scalability to support a cohesive purchasing flow.
- Built and executed a comprehensive research strategy including interviews, VoCaaS, and multi-study synthesis, uncovering systemic pain points that informed experience and design decisions.
- Standardized journeys using shared design system components, reducing fragmentation and enabling more consistent experiences across teams.
- Navigated complex IT architecture and business processes to deliver a high-visibility program on time, meeting quality expectations across stakeholders.
- Mentored product designers in discovery methods, structured exploration, and design quality, improving cross-functional trust and collaboration.

Commercial Purchase & Checkout | Sep 2021 – Apr 2024

- Launched a unified global checkout used by nearly 100% of commercial customers, achieving 64% CSAT and a +2% YoY conversion increase.
- Designed logistics capabilities including 2nd Touch Ship automation, Scheduled Delivery, and ReadyStock shipments, increasing frictionless orders by 11% and enabling $7M+ in eRevenue.
- Led the commercial purchase and checkout experience for global customers, delivering a usable and consistent experience at scale across markets.
- Built a reusable cart and checkout component library, standardizing patterns and enabling faster, more consistent delivery across programs.
- Drove alignment across 10+ product teams spanning IT, Product, Content, Accessibility, and Design, enabling coordinated delivery of complex commerce experiences.
- Influenced roadmap decisions and delivery timelines through trusted partnerships with senior technical and business stakeholders, helping teams prioritize and sequence work more effectively.

Chat & Sales Platforms | Feb 2021 – Sep 2021

- Synthesized over 21 hours of interviews into insights that shaped product strategy and revealed cross-team workflow gaps.
- Defined UX approach for migrating commercial sales and support from legacy chat platforms to SalesForce chat experience, restoring ecosystem connectivity and transfer capabilities.
- Led UX for seller-facing chat and support experiences, using discovery and problem framing to clarify agent and customer needs and inform product direction.
- Created personas and end-to-end journeys mapping sales and support touchpoints, enabling better alignment across sales and support experiences.

Unified Sales Experience & Research | Jan 2019 – Feb 2021

- Drove a 28% reduction in seller opportunity field volume through evidence-based recommendations and workflow optimization.
- Delivered executive-ready insights and visualizations that informed sales platform simplification initiatives.
- Led UX research programs that informed platform strategy, guided simplification efforts, and supported ongoing product iteration.
- Planned and executed usability studies and usage analyses, increasing product manager participation and engagement in customer research.
- Recognized for research excellence and cross-functional collaboration.

EARLIER EXPERIENCE

Oasys Technologies | Senior UX Designer (Client: Capital Group Companies)
Jan 2014 – Jan 2019, San Antonio, TX
Designed enterprise applications end-to-end, conducting research, facilitating workshops, and guiding implementation through close collaboration with developers.

Wipro Technologies | UI/UX Designer (Clients: McAfee, Zurich Financial Services)
Sep 2010 – Apr 2011, Bangalore
Delivered large-scale digital product designs, high-fidelity prototypes, and accessibility-compliant interfaces for enterprise clients.

Graphic, UI, Web Designer
2006 – 2009, Bangalore
Designed and developed marketing materials, interactive prototypes, and websites for editorial teams and SMB clients.

LEADERSHIP, RECOGNITION & DEVELOPMENT

- Selected for a high-potential executive leadership development program.
- Multiple internal recognitions for UX research, analysis, and cross-functional collaboration.
- NNG certified in User Experience with Specialty recognition in UX Management and UX Research