



DIVINE LAKSHMI

PRINCIPAL PRODUCT DESIGNER

Principal Product Designer with 15+ years across enterprise commerce, regulated financial platforms, and large-scale transactional systems. Specializes in transforming fragmented, sales-mediated workflows into self-service experiences that drive measurable revenue and adoption.

EXPERIENCE

PRINCIPAL PRODUCT DESIGNER

Dell Technologies | Sep 2021 - Feb 2026

- Cart, checkout, and quote across 60+ countries; 10M+ commercial orders per quarter; cart conversion 20% to 28%; \$565M moved online via Multiship.
- Led 12+ person workshop series; rebuilt quote homepage; self-serve adoption 8% to 14%, page clicks down 47%, frictionless rate 84%.
- Shared component system adopted by 10 teams; led up to 6 designers across onshore and offshore teams.

SENIOR PRODUCT DESIGNER

Dell Technologies | Jan 2019 - Sep 2021

- Owned seller-facing chat, sales enablement, and support tooling. Rebuilt case management and Salesforce workflows from 30+ interviews and task analyses; task completion up 18%, handle time down 12%, escalations down 9%.

SENIOR UX DESIGNER

Capital Group Companies | Jan 2014 - Jan 2019

- Embedded consultant via Oasys Technologies
- Consolidated account management for 3,500+ associates; transaction time down 22%, errors down 35%. 2018 NICSA NOVA Award.
- Set standards for 4 dev teams; mentored junior designers. Led UX for SONI knowledge base with Nielsen Norman Group.

EARLIER

- UI/UX Designer, Wipro Technologies (2010-11)
- Graphic & UI/UX design across three agencies (2006-10)

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SKILLS

- Enterprise UX & Product Design
- Interaction Design & Information Architecture
- Design Systems
- AI / Agentic Workflow Prototyping
- User Research & Synthesis
- Stakeholder Workshop Facilitation
- Journey Mapping
- Accessibility (WCAG)
- Figma, Claude Code, Cursor
- HTML / CSS / JS Prototyping

EDUCATION

MBA AI Strategy & Leadership

Concordia University, Texas (in progress)

BFA Applied Art (Graphic Design)

Bangalore University

CERTIFICATIONS

UX Certificate

UX Management, UX Research
Nielsen Norman Group | 2024

Rising Leader at Dell

High-Potential Executive Leadership
Development Program
Dell Technologies | 2024