

Ritika Negi

Principal Product Designer

Product designer with 12 years of experience across enterprise B2B and consumer products. Lead end-to-end design for Dell's Premier customer platform from discovery through delivery, across US, EMEA and APAC. Known for research-led practice, cross-functional influence, and turning complex system problems into clear, usable experiences.

EXPERIENCE

Principal Product Designer / Dell Technologies

May 2022 - April 2026 - 4 years, Dublin

- Led end-to-end design for Premier, Dell's B2B customer platform serving enterprise buyers globally across US, EMEA, and APAC.
- Ran a 30+ interview research programme that surfaced a confidence gap, not a capability gap, as the root cause of high support call volume, leading to a new self-service access management tool.
- Redesigned a 15-year-old legacy access system, reducing friction and support dependency across thousands of enterprise users.
- Led localisation design across Netherlands, France, and parts of Asia, navigating language, layout, and cultural UX considerations.
- Drove cross-functional workshops with stakeholders across three regions; translated ambiguous business requirements into clear design direction.
- Mentored junior and mid-level designers; contributed to team rituals and design culture.
- Completed Dell's Female Leadership Development Programme (CCFET), 2024.

UX Designer (Mid Senior) / Johnson Controls

Nov 2018 - April 2022 - 3.6 years, Cork

- Lead designer on Active Responder, an enterprise cloud platform for GSOC teams
- digitising paper-based SOPs for incident response.
- Deployed across 1,000+ global sites; validated workflows through usability testing with security operations users.
- Owned research, UX design, pattern library maintenance, and stakeholder communications end-to-end.
- Collaborated with product managers, developers, and external partners across a distributed team.

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[Portfolio](#) (Pass - Secure@dell)

[Linkedin](#)

EDUCATION

MSc Design Innovations

Maynooth University

SEP 2017 - OCT 2018

Diploma Leadership

Griffith College, Cork

AUG 2019 - JAN 2020

BSc Graphic Design & Commercial Arts

Punjab Technical Uni

APR 2010 - MAR 2013

Skill & Tools

Product Design

UI UX

Wire-framing

Design strategy

Design Research

Cross-Functional Team

collaboration

Accessibility & Compliance
(WCAG)

Stakeholder Engagement

Design Systems & Pattern
Libraries

User Experience Designer / Good Travel Software

Dec 2017 - Jul 2018 - 8 Months, Dublin

Improved overall UX for an automobile rental software product; worked closely with the product team to identify usability issues and deliver design improvements.

Associate Art Director / Sapient Nitro

May 2016 - Aug 2017 - 1.4 years, India

Delivered web and mobile UI design, infographics, and client-facing presentations for global accounts. Documented design decisions and collaborated with lead designers, PMs, and developers through full project cycles.

UI Designer / Snapdeal (E-commerce)

June 2015 - May 2016 - 1 years, India

Designed the seller platform interface for one of India's largest e-commerce platforms. – Conducted seller interviews to identify pain points and iterated on the experience based on direct user feedback.

User Experience Designer / Affle

May 2013 - June 2015 - 2.2 years, India

Designed interfaces for web and mobile applications across multiple products during the early growth phase of mobile in India.

Tools & Technologies

Figma · Miro · Adobe Creative Suite (Photoshop, Illustrator)
Jira · Confluence · Zeplin
Lovable · Cursor · v0 · GitHub
Glassbox · Axe · WAVE
Claude · Perplexity ·
Midjourney

Beyond Work

Entrepreneur — Co-founded The Turmeric Tale, a 4.9 rated restaurant.

Artist — Still love pen, paper, paints and brushes.

Gardener — Love plants and the smell of a fresh flower.

Table tennis — Gets a little competitive sometimes.

Volunteer — Mentors junior designers outside of work.

Mother — Raising a five-year-old lovely daughter.