

RITIKA NEGI

Principal Product Designer | End-to-End Design | UX Strategy | Complex Systems Designs

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SUMMARY

Product design professional with 12 years of experience in product design and UX strategy, expert in research-led practice and cross-functional collaboration. Key achievements include the redesign of a 15-year-old legacy system at Dell Technologies, which reduced friction and support dependency across thousands of enterprise users, and the development of Active Responder at Johnson Controls, deployed across over 1,000 global sites. Seeking a Principal Product Designer position at the Client Engagement Group, where I bring my product design and UX strategy skills to support your mission of empowering entrepreneurs through intuitive and user-friendly CRM and automation tools.

EXPERIENCE

- 05/2022 - 04/2026

Dublin

Principal Product Designer

Dell Technologies

 - 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 the 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
- 11/2018 - 04/2022

Cork

UX Designer (Mid-Senior)

Johnson Controls

 - 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
- 12/2017 - 07/2018

Dublin

User Experience Designer

Good Travel Software

 - Improved UX for automobile rental software, resulting in a 10K per quarter revenue increase through strategic design changes.
- 05/2016 - 08/2017

India

Associate Art Director

Sapient Nitro

 - 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
- 06/2015 - 05/2016

India

UI Designer

Snapdeal (E-commerce)

 - Designed the seller platform interface for one of India's largest e-commerce platforms
 - Conducted 20 plus sellers interviews to identify pain points and iterated on the experience based on direct user feedback
- 05/2013 - 06/2015

India

User Experience Designer

Affle

 - Designed 50 plus interfaces for web and mobile applications across multiple products during the early growth phase of mobile in India

EDUCATION

- 09/2017 - 10/2018

MSc Design Innovation

Maynooth University
- 08/2019 - 01/2020

Diploma Leadership

Griffith College, Cork

EDUCATION

04/2010 - 03/2013

B.Sc. Graphic Design & Commercial Art

Punjab Technical University

SKILLS

Product Design

UI/UX	Wire-framing	Design strategy	Design Research	Cross-Functional Team collaboration
Accessibility & Compliance (WCAG)	Stakeholder Engagement	Design Systems & Pattern Libraries	System Thinking	

Tools & Technologies

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

INTERESTS

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Entrepreneur

Co-founded The Turmeric Tale, a 4.9 rated restaurant
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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