

## Deepakshi Puri

Director of Product Design | Design Operations & Strategy Leader

**Certified:** Agentic AI | AI for UX Design | UX Leadership and Management, Interaction Design (NN/g) | HCI | Advance Figma & Tokens Studio | Digital Accessibility Foundations | PENDO | ITIL | PMP | Scrum Master

**EDGE:** Indian Institute of Management (IIM) Bangalore

**Co-founder:** WISE (Women In Search of Excellence) Employee Resource Group

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### Executive Summary:

**Strategic Product & Experience Design Leader** with over **20 years of corporate experience** driving global UX transformation and aligning design strategy with enterprise growth. Backed by **10+ years of dedicated design leadership** and a player-coach mindset, I excel at building and mentoring high-performing, cross-cultural teams, simplifying complex enterprise workflows into intuitive solutions, and converting customer insights into scalable, business-driven outcomes.

With expertise in data-driven design, accessibility, AI, and emerging UX methodologies, I consistently **advance design maturity** across organizations by creating the frameworks, systems, and standards that deliver consistency and measurable impact. I drive **pod-based execution**, partnering with Operations, Product, Engineering, and Executive teams to deliver user-first innovation in work management and automation while ensuring **measurable value creation** and operational alignment.

I lead with purpose: Transitioning design from a creative service to a predictable, **ROI-driven engineering partner** and shaping digital experiences that elevate brands and fuel long-term growth.

### Strategic Product Design Leader | Business-focused Innovator | Inclusive Design Advocate

- Proven track record delivering global, cross-cultural design strategies with KPI and usability impact, including end-to-end flows and quality processes ensuring engineering implementation reflects design intent.
- Strong business acumen, leveraging data-driven insights, continuous improvement, and emerging regulatory tech (including AI) to build robust Quality Management Systems (QMS) and standards.
- Expert at uniting Design Thinking, Agile, Lean UX, and SDLC models to build outcome focused product roadmaps grounded in continuous discovery.
- Accessibility champion, driving enterprise-wide inclusive design meeting WCAG 2.2 AA standards across platforms with partners like [Evinced](#) to ensure superior digital experiences for all users.
- Scaled strategy for new product development (NPD) across platforms, building design systems, frameworks, and applying systems thinking to complex enterprise experiences to deliver consistent, high-caliber end-to-end flows.
- Skilled in portfolio management and prioritization, identifying areas most in need of UX alignment, maximizing experience ROI through collaboration with product, engineering, and executive teams to drive innovation and alignment.
- Proven expertise in leading end-to-end RFP/RFI ownership, strategic solutioning, and client storytelling that converts complex enterprise needs into high-margin design engagement.
- Resilient, decisive leader operating as a thought leader to shape culture, raise craft quality, and navigate ambiguity from design through stabilization while ensuring quality delivery and operational excellence.

### Senior Manager | Product & Experience Design, Dell Technologies

June 2022 – Sep 2025

#### Design Leadership & Operational Impact

- **Strategic UX Transformation** Directed end-to-end UX strategy for a global portfolio, improving user engagement by **30%** (DAU/WAU/MAU) and aligning design vision with enterprise-level business objectives and product roadmaps.
- **Operational Excellence & Handoff** Architected a unified, **token-ready Design System** and execution framework, reducing design-to-dev handoff lead time by **25%** and ensuring **100% component adoption** across **4+** product lines.
- **Quality Governance & Release Gates** Drove design quality and consistency across releases by instituting release gates (WCAG 2.2 AA checks, component adoption thresholds, visual-regression CI), reducing design-escape defects and sustaining experience coherence.

- **Cross-Functional Velocity** Championed Design Thinking across multidisciplinary teams, increasing cross-functional collaboration efficiency by **15%** and accelerate decision-making cycles.

### Product Strategy & AI-Native Innovation

- **New Product Development (NPD) Strategy** Spearheaded the design vision for multiple NPD initiatives, leveraging AI-driven features to drive a 39% boost in feature adoption and an 85% increase in user retention.
- **Time-to-Value Optimization** Architected intuitive onboarding and self-serve experiences that reduced user onboarding time by 53%, accelerating the path to the "Aha!" moment across web and mobile platforms.
- **AI-Centric Design Systems** Directed the application of focused task flows and progressive disclosure to simplify complex AI-powered automation, ensuring enterprise SaaS solutions remain intuitive and inclusive.
- **Visionary Product Leadership** Partnered with Product and Engineering to translate long-term business objectives into scalable product roadmaps that define the next generation of software delivery.

### Insight-Led Design & Behavioural Research

- **Evidence-Based Strategy** Directed a mixed-methods research and experimentation program (e.g., personas, surveys, moderated usability, A/B testing, heuristic evaluations) that utilized behavioural analytics and controlled experiments to lift CSAT from 72 to 81 (**+12.5%**) in two quarters.
- **Operationalizing Insights** Leveraged qualitative and quantitative data to guide high-stakes design decisions, achieving a **16%** average quarterly improvement in key usability metrics.
- **Efficiency & Discovery** Scaled a research-driven approach that resulted in a **20%** reduction in time-on-task and a **15%** increase in first-session feature discoverability.
- **Validation Frameworks** Built a culture of continuous discovery and validation, ensuring that design intent was consistently verified against real-world user performance and business KPIs.

### Strategic Design Operations & Engineering Synergy

- **Operational Scaling** Architected a cross-functional POD structure (Operations, Product, Engineering) that synchronized design capacity with engineering velocity across global product lines.
- **Co-creation & Alignment** Facilitated **50+** annual co-creation workshops to unify design and product strategy, ensuring cross-functional buy-in and a shared product vision.
- **Pipeline Efficiency** Streamlined the "discovery-to-commit" pipeline, reducing decision latency by **28%** and cutting scope misalignment/sprint spillover by **35%**.
- **Delivery Governance** Implemented RAPID decision protocols and automated release gates, improving on-time delivery by **18%** and eliminating design-escape defects.
- **Executive Influence** Elevated UX metrics to executive scorecards, positioning design thinking as a primary driver of operational excellence and business ROI.

### Commercial Operations & P&L

- **Design Operations & Strategic Scaling** Orchestrated DesignOps and multi-year road mapping to transition design from a creative service to a predictable, high-output engineering partner.
- **Operational Governance, Resource & Headcount Optimization** Managed UX practice operations with a focus on resource utilization, headcount strategy and standardized pricing models, driving a **25%** increase in UX investment (budget and headcount) and ensuring high-caliber consistent delivery across a global SaaS portfolio.

### Team Leadership & Design Culture

- **Strategic Design Leadership** Over **10+** years of experience building, leading, and mentoring high performing, cross-geo (US/EU/APAC) UX teams.
- **Global Hub Scaling** Directed a strategic India-based design hub, successfully scaling the team from **5 to 35** members including Designers, Content Writers, Researchers, and DesignOps while maintaining a **90%** retention rate.
- **Cross-Geo Synchronization** Established seamless operational rhythms between the India hub and global headquarters, ensuring design consistency and strategic alignment across a distributed organization.
- **Talent & Performance Engine** Engineered a structured recruitment and mentorship program that improved hiring efficiency, reduced onboarding time by **30%**, and increased overall team productivity by **40%**.

- **Inclusive Innovation** Fostered a culture of psychological safety that increased cross-disciplinary input in design decisions by **50%**, promoting continuous innovation

**Senior Principal Engineer – Interactive/Visual Design, Dell Technologies      Oct 2021 – Jun 2022**

- **Vision-to-Experience** Translated product vision into seamless, intuitive user experiences that consistently resonated with target audiences.
- **Product - Engineering Synergy** Bridged Product and Technology teams to shape SaaS solutions aligning business objectives with effortless usability.
- **Unified Design Narrative** Refined UX copy, prototyped concepts, and unified cross-functional teams around a clear, shared narrative to drive design coherence and intent.
- **Brand Advocacy** Served as trusted advisor on specialized programs, championing brand aligned digital standards to enhance product consistency and impact.
- **Product Quality Catalyst** Led design sprints, workshops, and content reviews that elevated overall product quality and user engagement.
- **Empathetic Design Leadership** Navigated fast-paced, ambiguous environments with empathy and precision, maintaining a strong user-centered design focus throughout.

**Principal Engineer – Interactive/Visual Design, Dell Technologies      March 2019 – Oct 2021**

- **Global UX Content Strategy** Drove global content strategy across multi-phase UX initiatives for B2B, B2C, digital assistants, and e-learning platforms.
- **Content Localization** Led content localization efforts across Dell's properties, ensuring multilingual consistency, accessibility, and brand impact.
- **CMS Strategy & Optimization** Partnered with cross-functional teams to integrate data-driven insights into content decisions established scalable processes and KPIs across CMS platforms such as SharePoint and Content Studio and evaluated and implemented CMS and collaboration tools to optimize workflows and improve team efficiency.
- **Brand Voice Unification** Facilitated large-scale content audits, training programs, and marketing alignment initiatives to unify brand voice and product narratives.
- **Content Design & Research** Applied deep expertise in UX research, HCI, and advanced content strategies, including UX writing, personalization and segmentation, voice and tone systems, conversational design, accessibility-first content design, content experimentation, A/B testing, and information architecture to deliver cohesive, high-impact experiences.

**Global Program Management Lead, Dell Technologies      May 2014 – March 2019**

- **Global Support Communications** Led the enterprise-wide communications strategy for Dell's tech support organization; built and scaled enterprise support communications engine anchored by the Knowledge Center Communications Portal as the single source of truth for agents, unifying business-critical updates across channels and boosting agent readiness and content discovery; serving 15K agents worldwide.
- **Service Scoping & Delivery** Directed end-to-end project scoping and estimation for global support ecosystems, building the 'single source of truth' framework that scaled across 15K agents worldwide
- **Multilingual Service Updates** Delivered real-time, multilingual updates on service impacts, product issues, and support tools, significantly improving agent efficiency and reducing average handling time (AHT).
- **Customer Experience Optimization** Enhanced customer experience through timely communication and proactive issue management.
- **Virtual Support Innovation** Piloted and implemented a virtual L2 support platform to provide real-time assistance during critical customer issues, addressing the lack of on-floor support during COVID-19 remote operations. Drove end-to-end project execution from concept to adoption, resulting in faster issue resolution, reduced AHT, and increased customer satisfaction across global support teams.

**Customer Relations/Experience/Quality Control, Dell Technologies      May 2006 – May 2014**

- **Escalation Management** Managed complex customer escalations across UK & Ireland markets through multiple channels (email, phone, chat), resolving high-risk cases involving legal threats

and compensation demands. Led escalation strategies, conducted root cause analysis, and delivered executive-level reporting to drive informed decision-making.

- **Cross-Functional Collaboration** Coordinated cross-functional teams to deliver swift, customer focused resolutions, enhancing satisfaction and retention.
- **Training & Quality Programs** Drove quality improvement initiatives, team training programs, and SMaC adoption to strengthen support systems and operational excellence.

### Technical Support Specialist, Flextronics Software Systems

June 2004 – May 2006

- **Satellite & Power Systems Support** Provided end-to-end technical support for Direcway (Hughes) satellite internet and APC power management systems, resolving complex hardware and software connectivity issues for a diverse client base.

### Tools, Technology & Practice Ecosystem –

- **Design Ops & Systems:** Figma, Adobe Creative Cloud, Design System Governance, Component Library Management.
- **AI-Powered Design & Prototyping:** Stitch, Gamma, Midjourney, Uizard, Loveable, Framer
- **Agentic AI & Generative UX:** ChatGPT, Perplexity, Copilot, Gemini, Antigravity, Claude, Cursor
- **Research, Insights & Analytics:** Pendo, UserTesting, Dovetail, Rum, Google Analytics (GA4)
- **Enterprise Accessibility (A11y):** WCAG 2.x, Evinced, Deque (AxeCore), LevelAccess (AMP)
- **Business Operations & Delivery Governance:** Jira Product Discovery, Confluence, Miro, RFP/RFI Strategic Solutioning, P&L Management, Resource Utilization, Client Storytelling.
- **Web Design Technologies:** HTML, CSS3
- **Communication & Remote Collaboration:** Microsoft Teams, Zoom, Slack

### Leadership Programs –

- **RISE Women empowerment program – [PO \(Potential, Possibilities\)](#)** – 2021 - 2022
- **Live Aspiring Circles** – Leadership program – 2021 - 2022
- **[STEMAspire Mentorship Program](#)** – 2024 - 2025
- **Accessibility Chapter Lead** – ERG
- **Tell Dell Rockstar** – 2022 – 2025

### Education –

M.A. English Literature, HP University, 2003 – 2005

B.A. (Hons) English Literature, Delhi University, 2000 – 2003

### Work Authorization & Time zone –

Authorized to work in India; open to remote US/EU/APAC with 4–6 hr. overlap; relocation possible with sponsorship.

### References upon request