

## Summary

Seasoned UX Design Leader with experience in driving design strategy, user experience innovation, and cross-functional collaboration. Adept at leading and scaling high-performing teams, establishing design systems, and aligning design outcomes with business objectives.

Proven expertise in product vision, stakeholder management, and delivering enterprise-grade solutions across diverse industries. Passionate about fostering a culture of design excellence, mentorship, and data-driven decision-making to create impactful user experiences.

## Work Experience

### Design Manager • PepsiCo

October 2024 - Present

Driving UX strategy, design execution, and team growth to enhance PepsiCo's digital experiences. Focused on innovation, design systems, and cross-functional collaboration for impactful solutions.

### Associate Design Manager • PepsiCo

April 2022 - September 2024

Driving UX strategy, design execution, and team growth to enhance PepsiCo's digital experiences. Focused on innovation, design systems, and cross-functional collaboration for impactful solutions.

### Lead UX and UI Designer (Contract) • Nurturey

January 2015 - December 2021

Led UX and visual design for Nurturey, shaping intuitive experiences for parenting and child health. Drove product design strategy, brand identity, and user engagement, ensuring a seamless digital journey for new parents.

### Sr UX and UI Designer • Navix LLC

May 2013 - September 2014

Designed wireframes, prototypes, and adaptable visual designs for various health tech products for the US based startup. Collaborated with cross-functional teams to turn innovative ideas into reality.

### Lead UI Designer • Koru UX

January 2013 - April 2013

Designed wireframes, prototypes, and scalable visual designs for innovative HealthTech products. Collaborated with cross-functional teams to transform ideas into seamless, user-centric digital experiences.

### Creative Lead • Illuminz

October 2010 - April 2012

Oversaw UI and website design projects to meet client goals and industry standards, mentored young designers to foster creativity, engaged with clients to capture vision and requirements, and ensured high design quality by integrating trends and collaborating with developers and marketers.

### Senior Web Designer • Net Solutions

January 2007 - September 2010

Drove creative strategies and high-quality web design deliverables, mentored junior designers, collaborated with clients to translate their vision, and coordinated with project managers and developers for seamless integration.

## Skillset

- UX Strategy
- Product Thinking
- User Research
- Design Systems & Scalability
- Experience Architecture
- Interaction Design
- Visual Design
- Advanced Prototyping
- UX Innovation & Problem-Solving
- Interaction Design

## Portfolio

<https://www.atulesh.com>

<https://www.behance.net/atulesh>

## Courses & Certification

2024

### Certification in AI For Designers

Interaction Design Foundation

2023

### Certified Usability Analyst

Human Factors International

2022

### Certification in Mobile UX

Interaction Design Foundation

## Software

Figma, FigJam	Axure RP
Adobe	Framer
Photoshop	Flinto
Adobe Illustrator	Zeplin
After Effects	HTML & CSS
Sketch	
Invision	

## Education

2006-2007

### PG Diploma in Design & Multimedia

CDAC

2003 - 2006

### Bachelor In Mass Communication & Journalism

Bundelkhand University