

Romelle Domingo

Contact: romelle@rml360.com | 702-608-4065 | Location: Los Angeles, CA

Portfolio: www.rml360.com | LinkedIn: www.linkedin.com/in/somecallmenyce

Professional Summary

Product Designer with 7+ years of experience shaping complex digital products across enterprise and customer-facing platforms. I specialize in translating ambiguous business goals into intuitive, scalable user experiences that are ready to ship. Experienced in leading end-to-end UX direction, facilitating cross-functional alignment, and building design foundations that reduce rework and accelerate delivery. Trusted partner to Product and Engineering leaders, with a track record of delivering measurable improvements in usability, engagement, and operational performance.

Core Expertise

End-to-End UX Direction | Complex Web & Enterprise Experience Design |
User Journeys & Information Architecture | Interaction Model Design | UX Workshops Facilitation
Scalable UX Patterns & Design Systems | Product Design Strategy | Workflow & Systems Design
Research/Analysis Driven Decision Making | UX Governance & Quality Assurance | AI-Enabled
Experience Integration

Professional Experience

Dell Technologies, Round Rock, TX (Remote)
Principal Product Designer

January 2021 - February 2026

Owned end-to-end design of enterprise configuration and analytics workflows, translating complex system logic and data models into intuitive, actionable user experiences.

- Led end-to-end experience strategy for AI-assisted configuration workflows, integrating intelligent recommendations that improved high-stakes decision-making accuracy.
- Redesigned system-level configuration workflows with AI-guided validation, reducing configuration errors and support tickets by 33%.
- Optimized complex decision flows using cognitive load modeling and interaction simplification, lowering Cognitive Load Index from 84 to 26 and reducing time-on-task by 18%.
- Improved user satisfaction by 22% by conducting research-driven design iterations and implementing clearer system feedback mechanisms.
- Defined scalable experience frameworks and enterprise design principles, driving 80% adoption of standardized workflow templates across product lines.
- Aligned AI roadmap initiatives with business objectives by partnering with senior Product and Engineering leadership, accelerating enterprise adoption of intelligent automation.
- Facilitated cross-functional workshops integrating product data, engineering systems, and operational processes, ensuring cohesive rollout of AI-driven capabilities.

Monster Energy, Corona, CA
UX/UI Design Manager

August 2019 – October 2020

Directed digital product experience across global platforms, increasing engagement by 20% through refined user flows and interaction design improvements.

- Directed digital experience strategy across consumer platforms and internal tools, aligning marketing, sales, and engineering initiatives to support global growth.
- Led multi-team discovery-to-launch initiatives for emerging markets, increasing user engagement by 20%.
- Built scalable design systems that standardized UI components and workflows, improving development efficiency by 50%+.
- Implemented structured intake and prioritization frameworks, increasing design team throughput by 35%.
- Facilitated cross-disciplinary workshops that strengthened collaboration and elevated design quality and consistency across teams.

Monster Energy, Corona, CA
UX/UI Design Lead

April 2016 – July 2019

Led customer-facing digital experiences and research-driven experimentation initiatives.

- Led customer-facing digital experience redesigns and experimentation initiatives, increasing page views by 12% and engagement by 23%.
- Conducted usability testing and A/B experimentation programs that informed strategic product decisions and optimized conversion performance.
- Delivered operational efficiency improvements and user growth initiatives through data-driven interaction and visual design enhancements.

Education

Bachelor of Science – Web Design & Development
DeVry University, Sherman Oaks, CA

Graduated 2014

Bachelor of Science – Visual Communication
Weber State University, Ogden, UT

Graduated 2005

Certifications

Interaction Design Foundation

- UX Management: Strategy and Tactics
- Conducting Usability Testing
- Innovating in an Enterprise: The Challenges and How to Overcome Them