

Romelle Domingo

Principal Product Designer | Enterprise Platforms | Systems & Workflow Design

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Professional Summary

Principal Product Designer with 15+ years of experience leading complex, enterprise-scale software initiatives across AI-enabled platforms and multi-system workflows. I specialize in integrating AI into decision-making experiences, building scalable design frameworks, and aligning cross-functional teams to deliver cohesive, high-impact product ecosystems. Experienced in partnering with Product, Engineering, and Data teams to drive adoption, usability, and measurable business outcomes through human-centered design and research.

Professional Experience

Principal Product Designer – Dell Technologies

January 2021 – February 2026 | Enterprise Sales Platforms | Remote

Led design vision and execution for AI-powered product configuration systems supporting complex enterprise workflows across product, engineering, sales, and operations.

- Drove end-to-end experience strategy for AI-assisted configuration workflows, integrating intelligent recommendations into high-stakes decision-making processes.
- Reduced configuration errors and support tickets by 33% through system-level workflow redesign and AI-guided validation.
- Lowered Cognitive Load Index from 84 to 26, enabling an 18% reduction in time-on-task and increasing user confidence in complex configurations.
- Improved user satisfaction by 22% through research-informed design iterations and clearer system feedback.
- Defined scalable experience frameworks and design principles adopted across multiple product areas, driving 80% adoption of standardized workflow templates.
- Partnered directly with senior Product and Engineering leaders to shape roadmap priorities and align initiatives with business goals.
- Led stakeholder presentations for senior Product and Engineering leaders, articulating design vision, research insights, and strategy to influence prioritization and investment decisions.

Impact: Improved AI adoption, reduced friction in enterprise workflows, and strengthened user trust with automated recommendations.

UX/UI Design Manager – Monster Energy

August 2019 – October 2020 | E-Commerce | Brand Marketing

Owned experience strategy across digital platforms and internal tools, aligning marketing, sales, and engineering initiatives.

- Led multi-team initiatives from discovery to launch, increasing engagement by 20% in emerging markets.
- Built scalable design systems that improved development efficiency by 50%+.
- Developed standardized intake frameworks that increased design throughput by 35%.
- Facilitated workshops and cross-disciplinary collaboration to elevate design quality and consistency.

UX/UI Design Lead – Monster Energy

August 2016 – October 2019 | E-Commerce | Brand Marketing

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

- Increased page views by 12% and engagement by 23% through improved interaction and visual design.
- Conducted usability testing and A/B experimentation to inform strategic product decisions.
- Delivered measurable business outcomes, including operational cost reduction and user growth.

Education

Bachelor of Science – Web Design & Development

DeVry University (2011-2014)

Bachelor of Science – Visual Communication

Weber State University (2000-2005)

Core Expertise

Enterprise Platform Design

Product Ecosystem Strategy

UX Research & Synthesis

Design Systems & Scalable Frameworks

Human-Centered Design

Cross-Functional Leadership

Workflow Optimization

Service Blueprints & Systems Thinking

Change Management & Adoption

End-to-End Product Lifecycle

Certifications

Interaction Design Foundation

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