Lakshman Vybhav Puppala

Strategist / Designer / Consultant / Concept Artist / Traveler

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A multi faceted designer with 12+ years of experience in delivering impactful user centric solutions for varied business situations and industries, individually and while leading teams. Deriving clarity from chaos for creative problem solving excites me.

Experience

Salesforce | Hyderabad, India

Global Seller Experience
Lead Creative Strategist / UX Designer - Mar 2022 to Present
- I develop strategies and designs for clients and customers of Salesforce platform products and integrated AI tools, helped generate about $3.5 million revenue.
- I conducted extensive research on internal demo tools used by approx 15000+ users with roadmap and direction creation, improving their efficiency by about 40%.

Mindtree Ltd | Bangalore, India

Google GBS (Global Business Solutions)
Design Lead / Senior UX Consultant - Nov 2021 to Mar 2022
- I streamlined Google's customer ticketing system across platforms, creating a seamless experience for the users.

P&G Design
Design Manager / UX Consultant / Visual Designer - Nov 2020 to Oct 2021
- I led a team of five designers in strategizing, designing, and delivering high-impact B2B websites (including enterprise and employee-focused sites) for prominent clients such as P&G Chemicals and WBCM.
- I spearheaded the design and launch of websites for prominent B2C brands like Pantene, Olay advisor, Lenor, Gillette Advisor, Haircode etc significantly enhancing their online presence and expanding their reach across multiple regions.

Adidas 'ENTER' project, Herzogenaurach, Germany
UX Consultant - Oct 2019 to Oct 2020
- I made strategic decision making easy for finance, sales, and marketing stakeholders by collaborating with them to design insightful dashboards and reports on sales, volume, pricing, profit, and performance.

Huntsman Advanced Analytics, Rotterdam, Netherland
UX Consultant - Aug 2018 to Sept 2019
- Improved effeciency of plant operators by 4x times by creating dashboards that provided real-time insights into capacity, fluctuations, and maintenance through stakeholder workshops and observational research.

Unilever DEW (Digital Employee Work Place)
UX Designer / Visual Designer - May 2018 to July 2019
I led the Digital Employee Workplace Experience program to :
- design Inside.unilever employee intranet portal to digitise a lot of manual processes
- create design frameworks for 3x faster site migrations to the O365 platform
- to improve collaboration, streamline operations, and enhance communications through design of multiple impactful sites, tools, dashboards and apps across platforms like SharePoint, Salesforce, Tableau, PowerBI, and PowerApps etc.

Innovation Center and Presales
UX Designer / Visual Designer - Dec 2015 to Apr 2018
- I secured $1.8M in business by acquiring key clients such as MOTC (Qatar), AAMC (USA), Aflac, Toyota, VFS, Unilever (brand collaboration), MedPro, Tanishq POS, SVB etc through design strategies and end to end solutions for them.

Tata Motors Design Pune, India

Connect Next Design
UX Designer / Visual Designer - Sep 2012 to Nov 2015
- I pioneered the design of first-generation interfaces for vehicle infotainment systems and connected apps, a key component of the Connect Next strategy.

Skills and competencies

Design Thinking | User and Business research | Design Strategy and Planning | Personas and journey Mapping | Information Architecture | Ideation and Sketching | Interaction Design | Usability Analysis and Testing | Prototyping

Education

Master in Design - Center for Product Design and Manufacturing, IISc Bangalore, India
Bachelor of Technology - Mechanical Engineering, Osmania Univ, Hyderabad, Indi

Tools

Design - Photoshop, Illustrator, XD, invision, Figma, Axure
Collaboration - Figjam, Mural, Miro

Awards

Mindtree Pillar award for outstanding performer of the year- twice
Unilever Best collaboration partner award by Unilever
Innovation award by Crompton Greaves
Innovation award by Tata innovista
Certifications : AI Associate(Feb 2025) , User Experience Designer (July 2023)

References available upon request