Tara Sethi

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Professional Summary

UX design lead with 5 years of experience in enterprise software, specializing in complex systems. Blends research, systems thinking, and interaction design to shape product definition and user experiences. Known for aligning cross-functional teams through clear communication and strong visual thinking.

Experience

Dell Technologies, Hopkinton, MA

MAY 2021 - PRESENT

Principal Product Designer APR 2026 - PRESENT

- Leads early-stage product definition for next-generation data center solutions, driving ideation, concept validation, and cross-functional alignment.
- Establishes and evolves UX processes to support AI- and spec-driven development, enabling more efficient collaboration and decision-making across teams.
- Drives ideation of a hybrid chat–canvas interaction model, validating patterns through user research and influencing the product roadmap.

Senior Product Designer MAR 2024 - APR 2026

- Defined the 1.0 experience architecture for Dell Automation Platform, a software orchestration tool, serving as design lead as the team scaled from 2 to 8 designers.
- Led a redesign to consolidate multiple interfaces into a unified application experience adopted by product and engineering, simplifying workflows, improving navigation, and reducing duplication.
- Conducted a UX quality and system consistency audit across three codebases supporting Dell NativeEdge, identifying 18 usability issues and driving critical fixes.

Product Designer 2 MAR 2023 - MAR 2024

- Delivered research and design for multi-cloud IT solutions integrated with VMware vCenter, Microsoft Windows Admin Center, and Red Hat OpenShift.

Product Designer 1 MAY 2021 - MAR 2023

- Supported research and design for VxRail, a hyper-converged infrastructure solution, and Dell AIOps (formerly CloudIQ).

Education

Master of Science in Human Factors

Bentley University, 2020 - 2022

Bachelor of Science in Information Design

Bentley University, 2017 - 2020

Publications & Patents

Dark Mode Vogue: Do Light-on-Dark Displays Have Measurable Benefits to Users?

Ergonomics, 2023

Sethi, T. & Ziat, M.

Anomaly Detection at Scale

U.S. Patent Pending, Dell Technologies, 2023

Sethi, T., Russell, D., & Khokhar, M.

Skills

Design

Information Architecture, Interaction Design, Wireframing, Prototyping, Design Systems, User Flows

Research

User Interviews, Competitive Analysis, Concept Validation, Usability Testing, Research Synthesis

Systems & AI

Systems Thinking, AI-Assisted Workflow Design, Conversational / Chat Interface Design

Leadership

Cross-Functional Collaboration, Stakeholder Alignment, UX Process Development, Technical Communication

Tools

Figma, FigJam, Figma Make, Claude Design, UserTesting, Jira, Confluence, Miro, GitHub