Akshay Mogral

Senior Product Designer
U.S. Citizen · Relocating to the San Francisco Bay Area

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Senior product designer for gamers and AI. Co-created **Dell's AI design language, MVP in 3 months** (Game Changer Award), and helped lift Alienware **conversion 19%**. **Two-time UX Design Awards finalist.**

WORK EXPERIENCE

Dell Technologies (Alienware & Dell) · India — Jul 2022 – Present

Senior Product Designer (2025 – Present) · *Product Designer* (2022 – 2025)

Dell AI Design Language · Dell.com

- **Took Dell's AI design language from blank page to MVP in 3 months** as one of two designers. It now runs the Virtual Assistant across consumer and commercial Dell.com and won a Game Changer Award.
- **Built the color, type and spacing tokens** that let one system serve shoppers on mobile and commercial buyers in data-heavy dashboards, in light and dark mode at WCAG contrast.
- **Rebuilt every Virtual Assistant component, then became the go-to consultant** for teams adopting the language, designing new components for their edge cases.
- **Replaced static mockups with coded prototypes** in Figma Make and Cursor on Dell's retail initiative, so teams click through real flows instead of reviewing screens.

Alienware.com

- **Helped lift conversion 19%, cart additions 31% and software and peripheral orders 90%** as one of four designers rebuilding Alienware.com end to end, from navigation to configurator.
- **Shipped Alienware's first dedicated configurator (0 to 1, March 2025),** owning research, flows and UI with product and engineering.
- **Owned a 2-month configurator concept that became a 2025 UX Design Awards finalist,** from research to prototype: a games-first path for casual players and a real-time 3D builder for enthusiasts.
- **Won a user-testing shootout with the FPS module,** which shows real frame rates for popular games on each system. A/B testing set its placement.
- **Designed the Learn Page from research to launch,** lifting conversion in every product line, up to 18%. Phase 2, tested with 30 gamers, raised confidence 21% and became a 2026 UX Design Awards finalist.
- **Helped raise homepage time on page 44%** with AKQA, and owned the masthead re-theme.

Dell Technologies · India · *UX Design Intern*, Dell.com homepage for returning gamers — Feb 2022 – Jul 2022

Spectracube · India · *UX Design Intern* at a UX design studio — May 2021 – Jul 2021

EDUCATION

MIT Institute of Design · Pune, India · Bachelor of Design in User Experience Design — Jul 2018 – Jun 2022

SKILLS

Design: Interaction Design, AI & Conversational UI, Design Systems & Tokens, Information Architecture, Accessibility (WCAG), 3D & Immersive Experiences, Gaming UX, E-commerce UX, UX Strategy

Research & strategy: Usability Testing (Moderated & Unmoderated), A/B Testing, Behavior Analytics, Product Strategy, Cross-Functional Collaboration

Tools: Figma (Variables, Auto Layout), Figma Make, Cursor, Claude, ProtoPie, Framer, UserTesting.com, Contentsquare, Adobe Creative Suite, Miro