

Atulesh Kumar

UX Design Manager, PepsiCo Global UXD

Product & Experience Strategy Leader · Hyderabad, India

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Design leader with 18+ years in product and experience design and 10+ years leading teams. Heads experience design for six PepsiCo portfolios across four global regions, for enterprise products used by 70K+ frontline people. Turns complex operations into products that are simple to use, modular and built to evolve, with AI where it genuinely helps.

18+ years	100+ products	30+ at PepsiCo	70K+ frontline users	10+ direct reports	20+ designers mentored
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EXPERIENCE

UX Research & Design Principal (role: UX Design Manager) ·

PepsiCo Global UXD

Oct 2024 – Present · Hyderabad

- Leads experience design across Supply Chain, Procurement, Sales, Warehouse, Enterprise and AI Experience Design, in North America, Europe, AMESA and APAC.
- Manages 10+ direct reports and guides a wider design community of 50+. Reports to the VP of Global UXD and partners with senior directors across business, product and engineering.
- Supplier Hub (2025):** led product and design for a modular supplier portal concept that replaces 12+ tools, aimed at a 90+ day invoice cycle and \$10–15M a year in losses.

Associate Design Manager · PepsiCo

Apr 2022 – Sep 2024 · Hyderabad

- Built and led the design team for homegrown enterprise products, owning UX architecture, UI design and offshore design delivery.
- SalesPro+ (2022–2023):** argued for a month of research first, then turned a slow Power BI report into a native iPad app for 10,000+ DSLs and KAMs across 315K+ storefronts. Results: +53% user satisfaction and an estimated \$500M+ a year in efficiency gains. Presented to PepsiCo’s Executive Committee. The programme won a CIO 100 Award for the business team (2024).
- Received the Certification of Appreciation – Act as Owner from PepsiCo’s CTO (2023).

Freelance Design Lead · Money Uncle

2022

- Designed a two-sided fintech platform (investor app, expert app, website and brand) on iOS, Android and web.

Lead UX & UI Designer (Contract) · Nurturey, UK

Jan 2015 – Dec 2021

- Joined at the start and shaped product strategy, UX architecture and visual design for a parenting and child-health platform that grew to 30+ tools and 105K+ users.
- NHS Login integration lifted completed sign-ups from about 1 in 10 downloads to 6 in 10, with 40% fewer actions and 23K new sign-ups the following year.
- Design work supported the UK pilot and a first funding round of £1.5M within 8 months.

Earlier roles

- Sr UX & UI Designer (Contract)** · Navix LLC · 2013–2014: US health-tech products
- Lead UI Designer** · Koru UX · 2013: healthcare products for major US providers, built to AAA accessibility
- Creative Lead** · Illuminz · 2010–2012: led UI and web projects and mentored young designers
- Senior Web Designer, then Graphic Designer** · Net Solutions · 2007–2010

CAPABILITIES

Product & Experience Strategy

Design Leadership & Talent Growth

Enterprise Systems Thinking

AI Experience Design

Research & Behavioural Insight

Design Systems at Scale

Executive & Cross-functional Alignment

Design Operations & Delivery

CERTIFICATIONS

AI for Designers

Interaction Design Foundation · 2024

Certified Usability Analyst

Human Factors International · 2023

Mobile UX

Interaction Design Foundation · 2022

RECOGNITION

Certification of Appreciation – Act as Owner

PepsiCo CTO · 2023

CIO 100 Award

SalesPro+ business team · 2024

DESIGN TOOLS

Figma, FigJam, Axure RP, Framr, Adobe Creative Cloud, After Effects, HTML & CSS

AI TOOLS

Figma Make, Claude, Copilot, Codex, ChatGPT, Gemini, Firefly

EDUCATION

PG Diploma in Design & Multimedia

CDAC · 2006–07

BA, Mass Communication & Journalism

Bundelkhand University · 2003–06

OFF THE CLOCK

3D printing, motorcycling, DIY, music, travel