



Mani Kumar A

Product Designer

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SUMMARY

- Seasoned Product Designer with 13 years of experience specializing in design strategy and team leadership.
- Skilled in guiding design teams to deliver impactful solutions that meet business objectives.
- Committed to leveraging design thinking principles to create exceptional user experiences and drive organizational success.

EXPERIENCE

Lead Product Designer – *Target, India*

OCTOBER 2022 - PRESENT

- Spearheaded design efforts for Target's Pricing platform, a pivotal tool in driving strategic pricing decisions.
- Collaborated closely with Product Managers to develop and refine product strategy, ensuring alignment with business goals and user needs.
- Conducted user research and shadowing sessions with Pricing operations teams to gather valuable feedback, informing the development of a comprehensive UX roadmap.
- Successfully improved analyst efficiency by streamlining workflow, resulting in a reduction of decision-making time from 5 to 1 minute.

Lead Product Designer – *Diligent, India*

APRIL 2017 - OCTOBER 2022

- Led the research and design of Visualization & Reporting modules of the HighBond platform.
- Collaborated with UX Director, Technical Product Managers to plan and develop the roadmap.
- Conducted user research and synthesize the data into meaningful patterns to help the User experience team make informed decisions.
- Defined the standards and guidelines by contributing to the company's design system for the core product.
- Overseen the implementation which is in line with WCAG 2.1 Accessibility conformance Level-AA.
- Mentored the Junior Designers to succeed and help them grow to become UX Designers.
- Increased the customer engagement through redesign of navigation pattern.

SOCIAL

<https://www.linkedin.com/in/maniuxdesigner>

UX SKILLS

User research
Competitive audit
Requirements analysis
Use case analysis
Customer interviews
Design sprints
Usability testing
Interaction design
Information architecture
Wireframes
Prototypes
Style guides
UX scripts
UX Audit
WCAG 2.1
HTML & CSS

TOOLS

Figma
Sketch
Adobe Creative Suite
Invision
Balsamiq
Pendo
Whimsical
Miro
Confluence
Jira

Senior UX Designer – *Narayana Health, India*

DECEMBER 2016 - APRIL 2017

- Designed Information architecture for the healthcare system that serves as the backbone of the product experience.
- Collaborated with Project management and Development teams on new features.
- Audited the current system to standardize the user interface of the new system.

Senior UX Designer – *Vtiger, India*

JULY 2011 - NOVEMBER 2016

- Designed a CRM that received several awards in the small and medium scale business category and attained 1st position in the open source CRM space.
- Increased the customer growth 1.5x with redesigned CRM experience.
- Led UX team of 5 UI/UX designers and 3 UX developers.
- Setup processes that help the UX design team to improve the workflow and make sure the UX is delivered on time.
- Conducted usability testing sessions to discover users' problems that help improve the usability of the product.
- Reviewed user experience of the developed features and suggested modifications to ensure quality release.
- Mentored Junior UX Designers and UX Developers.
- Created prototypes using HTML-CSS.
- One of the biggest achievement is 'Drag and drop Email template editor' which was designed and developed by me and became one of the selling points for the company.

CERTIFICATIONS

Google UX design Certification

Online - [Credentials](#)

EDUCATION

Master of Computer Applications (MCA)

JNTU Kakinada, India

2008 - 2011

Bachelor in Computer Science

Andhra University, India

2004 - 2007