

PERSONAL STATEMENT

As a UX & UI Design Practitioner With over 15 years of proven expertise in User Experience Design and Usability Analysis, I am a dynamic design strategist with a track record of delivering innovative, user-centered solutions for top global brands, including Anthem, AGCO, Cisco, Ford, Unilever, BASF, Barclays, CITI Bank, and BNY Mellon, as well as leading UX design and delivery teams at MNC's like Cognizant, Infosys, Accenture, and KPIT. I specialize in driving design excellence through strategic leadership, consistently delivering transformational user experiences that enhance customer satisfaction, boost conversion rates, and fuel business growth.

I have a proven ability to lead and mentor high-performing, cross-functional teams of professionals, guiding them to deliver cutting-edge design solutions that meet both user and business needs.

My diverse industry experience spans Healthcare, Retail, E-commerce, automotive, consumer goods, and finance, where I've designed seamless, scalable digital experiences for web apps, mobile platforms, and responsive designs.

Leveraging my expertise in UX strategy, visual design, and usability optimization, I craft innovative, high-impact solutions that not only elevate user engagement but also establish market differentiation in highly competitive sectors.

I thrive in collaborative environments, working closely with stakeholders to define and execute end-to-end design processes, from user research and usability testing to interaction design and post-launch analysis.

"It's always a pleasure to work with Manish, the experiences he brings to the table is nothing short of excellence. He is ambitious and willing to push the boundaries that not only meet the expectations but overachieve them. He Adapts, Shapes, and Brings the best out of people he has managed" ~ Jose Fernando, Conceptual creative Manager, Accenture Song, Dublin

EDUCATION

Certified Usability Analyst

Human Factors International
2016-2016



Post Graduate Diploma in Visual Communication

MAEER's MIT INSTITUTE OF DESIGN
2006-2008



Bachelor of Fine Arts

INDIRA KALA SANGIT VISHWAVIDYALAYA
2002-2006



Human Centered Design

UC San Diego offered through coursera
2020



WORK EXPERIENCE

KPIT Technologies / Nov 2023 - Present

Solution Architect - UX

- Collaborated strategically with cross-functional teams to define user needs, identify opportunities, and establish product requirements.
- Directed design vision in partnership with designers, technology teams, and product managers to align with business goals.
- Fostered strong partnerships with stakeholders to champion user focus, drive innovation, and maximize efficiency..
- Designed and developed interactive prototypes, conducted usability testing, and provided actionable insights for interface optimization.
- Delivered comprehensive design flows and detailed specifications
- Evaluated user interface performance, ensuring alignment with business objectives and delivering measurable outcomes.
- Led and mentored high-performing design teams, overseeing project deliverables while maintaining hands-on involvement in execution.
- Devised impactful pre-sales strategies (RFP/RFI) to address user experience requirements and showcase design value.

Carelon Global Solution / Nov 2021 - Nov 2023

Tech Lead II - HCD & UX Design

- Worked on creating experiences for AI/ML products for healthcare
- Build UX opportunities in Intelligence product space
 - Improving the usability of legacy healthcare applications
 - Requirement gathering, creating Journey maps, Wireframing & Visual Design
 - Managing, Mentoring and overseeing Designs deliveries for team of UX Designers, and researchers.

Accenture Song / Oct 2018 - Nov 2021

Lead - User Experience Design Specialist

Infosys Limited / Dec 2017 - Oct 2018

Senior Lead UX Designer

Zensar Technologies (Cisco) / Jun 2015 - Dec 2017

Senior UX Designer

Cognizant Technology Solutions / Apr 2012 - May 2015

Associate - Projects (UX &UI Designer)

DesignFlyover / Dec 2011 - Apr 2012

Sr. Graphic Designer

INDI Design / Jun 2011 - Nov 2011

Sr. Graphic Designer

SOFTWARE SKILLS

Figma	●●●●●●●●●○
Sketch	●●●●●●●●●○
Adobe XD	●●●●●●●●●○
Invision	●●●●●●●●●○
Axure	●●●●●●●●○○
MIRO	●●●●●●●●●○
Adobe CC	●●●●●●●●●○
Adobe Photoshop	●●●●●●●●●○
Adobe Illustrator	●●●●●●●●●○
Zepplin	●●●●●○○○○○
Jira + Confluence	●●●●●●●●●○

IN-DETAIL EXPERIENCE

- Digital strategy and consulting comprising defining roadmap items for product, UX/UI Designs for Mobile, Desktop and smart devices, Ecommerce, Content marketing strategy, Campaign Management.
- Facilitate Workshop with client and stakeholders, Product Management and Technology Team.
- Assessing user expectations through user centric workshops, focus groups, questionnaires.
- Defining information architecture and navigational journeys
- Designing low fidelity and high fidelity prototypes using tools such as Figma, Sketch, adobe XD, UXpin, Invision,
- Conducting Heuristic and Competitive evaluations, creating personas and authoring recommendation reports
- Creating Design System, Hi Fidelity design, component library, interactive prototype.
- Usability testing while observing user behaviour, AB Testing, Design and survey reports.v

PERSONAL DETAILS

Passport U1771520
Nationality Indian

- Orios Remindo (Yo4Ya) / Feb 2011 - May 2011
Sr. Visualizer & UI Designer
- Ethinos Digital Marketing / Aug 2010 - Feb 2011
Visual Designer (Web, Mobile & Print)
- Orios Remindo (Yo4Ya) / Jun 2009 - May 2010
Visualizer

TECHNICAL SKILLS

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|---------------------------|------------------------|
| Design Strategy | Content Analysis |
| Information Architecture | Design System |
| Project management | Card Sorting |
| User Research | Empathy Mapping |
| Sketching & Storyboarding | Heuristic Evaluation |
| UX strategy | Experience Maps |
| Prototyping | User Journeys |
| Persona/Archetype | Interaction Design |
| Usability Testing | Implementation support |
| A/B Testing | |
| Competitive Benchmarking | |

FEW BRANDS MANISH HAS WORKED WITH



PORTFOLIO LINK

<https://www.behance.net/manishdesigns>

SOCIAL CONNECT

 <https://www.linkedin.com/in/manishkumar-ux/>