

# MANJIRI ACHAREKAR

## User Experience Lead

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## EDUCATION

### Academy of Art University 2003

San Francisco / BFA, Graphic Design

### Nielsen Norman Group 2015

San Francisco / UX Certification

HCI & Human Factors

## SKILLS

### UX

Design Systems

Ideation & Workflows

Design Thinking

Interaction & UI Design

Prototyping

Information Architecture

### Research

Value Mapping

Roadmap Sequencing

Heuristic Evaluation

User Interviews

Surveys

Personas

User Journey Mapping

### Tools

Figma / Sketch / Invision + DSM

Adobe Suite

HTML / CSS

## PROFESSIONAL DEVELOPMENT

### UX Metrics Course 2022

Udemy / YouTube

### IBM Design Thinking Course 2020

San Francisco / IBM

### Speculative Design Workshop 2020

San Francisco / by Christian Ervin

### Keynote Speaker 2018

Minneapolis / Magenic

### Cooper 2016

San Francisco / Design Leadership

### Nielsen Norman Group 2016

San Francisco / Analytics & UX

## EXPERIENCE

### LEAD UX DESIGNER / Cognizant

May 2021 - Present / San Francisco

Projects: Endpoint Clinical, Wells Fargo.

- Involved in aligning business goals {MVPs} to user needs, crafting strategy and solutions.
- Led design team overseeing the project and defining milestones.
- Led team through the end-to-end process and implementation for design systems.
- Worked in partnership with stakeholders & product owners, collaborating with managers, ux designers, user researcher and development team.
- Involved in ideation, strategy, info. architecture, design systems user-testing and iterative prototyping and created insight led experiences.
- Applied strategic perspective to design leveraging user-centered design principles, human factors, and usability best practices.
- Involved in sprint planning, gathering requirements, sizing, grooming sessions and more.

### SENIOR UX DESIGNER / Magenic Tech.

Nov 2016 - May 2021 / San Francisco

Projects: EY, Crowe, Keller, Berkshire Hathaway, Genomic Health, Ecolab, Kodak, Staples.

- Led sessions aligning UX solutions to meet user needs and business requirements {MVP}.
- Involved in user research, heuristic analysis, journey mapping, ux strategy, information architecture, design systems and iterative prototyping.
- Collaborated with stakeholders, product owners, business analysts, designers, developers and QA team to achieve product goals.
- Applied user-centered design principles, human factors, and usability best practices.
- Provided appropriate deliverables respective to the design stages in timely manner.
- Involved in sprint planning, gathering requirements, sizing, grooming sessions and more.

### UX DESIGNER / LQ Digital

Sep 2014 - Nov 2016 / Oakland

Projects: McAfee, Intel, Bing, Google Partners, USAA, Home Listings Finder.

- Involved in problem solving, ideation, strategy and design.
- Worked closely with leadership team, fostering collaboration with stakeholders, product owners, and development team.
- Designed user flows and interactions for mobile platform by applying ux best practices.
- Responsible for user research, heuristic analysis, competitor analysis, personas, wire-framing and prototyping solutions.
- Responsible for branding and visual design.
- Led review sessions with product owners, data analysts and developers.

(Prior 10 yrs+ experience in UX {Freelance}, Graphic, Web & Package Design)

## INTERESTS

Plant enthusiast and collector with around 200 plants, some rare. I also enjoy hiking with my spouse and my dog Karma!