

# Akshay Manjunath

## Senior User Experience Researcher

### Experience

#### Senior User Experience Researcher

Nov 2020 – Present

#### Ford Credit

- Championed user experience research and design for foundational platform serving various departments across the organization by setting strategic direction for our products and service which extend across a manifold of users, geographies, devices, products, and services for Ford's financial suite of products.

- Influenced design direction and development decisions through user research to improve the user experience over 15 internal and external products impacting Ford customers across USA, Canada, Europe, China, and India.

#### Product Designer Ford Credit

May 2020 – Nov 2020

- Worked on the entire process—from inspiration and research to user journey map and service blueprint to unearthed systems-level patterns and frameworks in order to redefine how customers buy and pay for various products and services across various verticals of Ford.

- Successfully launched, tested, designed and ideated on various suite of products to transforming how we enable our customers to own, lease and renew their vehicles, by which we are ultimately transforming the way people access and interact with transportation on a global scale.

#### UX / UI Designer Retail Business Services

Jan 2020 – May 2020

- Oversaw the setting of clear and concise UX guidelines, information architecture, personas, and user journeys. Managed the creation of project assets and artifacts while aiding development teams in debugging to ensure bar-raising quality to the end product.

- Implemented various designs across the web, mobile, and kiosk platforms that engaged and assisted customers shopping at retail stores across our parent company's brands.

#### User Researcher & Designer Mymillets.com

April 2019 – Oct 2019

- Provided competitive market analysis on the e-commerce site and proposed suggestions to the design and available functionality.

- Developed user-interface design and navigation for websites improving usability and resulted in increased traffic.

#### User Researcher & Product designer Walmart + SCAD

Jan 2017 – Mar 2017

- SCAD Collaboration project where I conduct research and data analysis from participatory research, one-on-one interviews, Market research to identify the problem areas and design solutions to enhance the user experience.

- Provided design recommendations to clients in the form of a research guide and developed multiple 3D Modeling solutions out of which 2 designs were later manufactured by Walmart for the 2018 Firepit category.

#### User Researcher & Designer Credence Infotech

Aug 2014 – Oct 2016

- Influenced design and development decisions to improve the user experience on over 18 internal and external products impacting an audience of nearly 600,000 customers across India.

- Developed persona, user journeys, storyboards, Information architecture, flowcharts, wireframing and interactive prototypes from initial research of user needs, business goals and conducted usability testing to design intuitive experiences for both web and mobile applications.

### Education

#### Design Management Masters of Arts

Jan 2017 – May 2019

Savannah College Of Art and Design

#### Industrial Design Masters of Arts

Jan 2017 – May 2019

Savannah College Of Art and Design

#### Product Design Diploma in Product Design

Jun 2014 – Nov 2014

CADD Center

#### Mechanical Bachelors in Engineering

Sept 2010 – May 2015

Sri Venkateshwara College of Engineering

### Contact

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### Skills

#### Research Methods :

Survey Design,  
Interview techniques,  
Card sorting,  
Field Research,  
Participatory research,  
Market research,  
User Requirements analysis,  
Customer Journey mapping,  
Business Requirements,  
Stakeholder mapping.

#### Data Analysis & Synthesis :

Personas,  
Empathy Maps,  
Data Synthesis,  
Design Specifications,  
Ideation,  
Conceptual Design development,  
Use cases,  
Information Architecture Development,  
Wireframes,  
Mock ups,  
Usability testing,  
Product strategy,  
A/B Testing & Experiment,  
User Testing.

#### Design Skills:

User Interface design,  
Product design,  
Interaction design,  
HCI  
Visual design,  
Graphic Design  
3d Modelling,  
Web and Mobile design.

#### Software Skills:

Adobe Creative Suite:  
Photoshop, Illustrator,  
Lightroom, InDesign, XD,  
Sketch,  
Invision,  
Html, CSS,  
Figma  
Microsoft Office,  
Solidworks,  
Keyshot.