

MANAN MEHTA

Senior Product Designer

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Professional Summary

Senior Product Designer with 7+ years turning complex problems into simple, human-centered solutions. Blending UX strategy, research, and pixel-perfect design to craft products that not only work—but delight.

Design and Research Skills

- User Experience Design
- Product design
- Interaction Design
- Wireframing
- Prototyping
- Storyboarding
- Product Strategy
- Design Systems
- Design Thinking
- User Research
- Card Sorting
- Heuristic Evaluation
- Usability Testing
- User Interviews
- Affinity Mapping
- Heat map Analysis
- A/B Testing
- Analytics
- Conversion Rate Optimisation

Professional Experience

Lead UX Designer

Athem Financial Services

Oct 2023 - Dec 2024

- Designs user-friendly websites, boosting engagement for diverse audiences aged 21-65.
- Enhances accessibility, ensuring usability for a wide demographic.
- Leads R&D for tech-enabled financial products, aligning with user needs and market trends.

UX Designer

Elop Technology

Feb 2022 - Aug 2022

- Collaborated with teams to optimize UX flows, boosting feature adoption by 25%.
- Redesigned cloud app UX, reducing friction significantly and enhancing retention.
- Improved UI navigability, leading to a seamless experience and higher engagement.

UX Designer

Invenio

Mar 2020 - Feb 2022

- Led UX redesign for eCommerce, boosting checkout conversion by 18% and reducing cart abandonment.
- Conducted UX research and competitor analysis, enhancing user engagement by 19%.
- Identified user pain points through research, improving design decisions and usability.

Senior Brand Associate

Ideatelabs

Aug 2018 - July 2019

- Led user-focused design, boosting Bharti AXA's lead conversions by 9%.
- Applied user research, enhancing customer engagement by 13%.
- Improved information architecture for better user experience.
- Worked with teams to achieve a user-centered website redesign.

Associate Client Servicing

Digitas India

Aug 2016 - April 2018

- Collaborated with teams to launch Jeep (FCA India) microsite, increasing bookings by 14%.
- Managed end-to-end projects, enhancing user experience and meeting stakeholder goals.
- Improved tech project delivery through effective collaboration and problem-solving.

Tools

- Figma
- Claude
- Adobe XD
- Balsamiq
- Mockups
- Slack
- Qualtrics
- Zoom
- Notion
- Shopify
- Generative AI
- UserTesting.com
- Google Analytics
- Confluence by JIRA

Education

Bachelors in Management Studies

University of Mumbai, India

Certifications

Enterprise Design Thinking Practitioner

IBM | 2021

UX/UI Design

Designboat UI/UX School | 2019 - 2020

Introduction to Web Accessibility

W3CX

Volunteering

Co - Founder - ‘Kaagaz’

An initiative for the underprivileged | 2016 - 2018

Volunteer - Bigger Than Life

Registered NGO for the upliftment of the slum kids | 2019 - 2020