

Sr. User Experience Designer

M.Des (IxD) - National Institute of Design & B.E Computer Science - Osmania Uni.

Dare to think new, conviction to plan, patience to build, audacity to accept the result and motivation to iterate.



Manoj V Manduva

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Full stack designer

I'm used to lean design cultures and **Agile Project Management**.

I use techniques I learned about **User-Centered Design** at my grad school, **National Institute of Design**.

I'm good with **Figma, Sketch** and **Adobe Creative Suite**, which I use for user journeys, wire-framing and proto-types. I believe programming is a way to solve things and practice **html, CSS, javascript, Python**.

I have **Computer Science Engineer** undergraduate degree from **Osmania University**.

Accolades

Registered a patent on EV charger

GE and Behance " rethink the design " \$2500 grant

Top 85 designs | Nissan's Thinking Outside the Parking Box

1st prize in short movie making | HIV Awareness | Satyam

Junior Scientist Award | National Children Science Congress

Volkswagen AG - Carmeq GmbH

| 2018-till date | 1+ years | www.carmeq.com

Carmeq is a Volkswagen AG subsidiary company into design and development of Automotive Experiences. I work predominantly in the Electric Vehicle domain working on the Holistic Charging Experiences for the upcoming new I.D platforms from Volkswagen. I'm also briefly involved in the cockpit and HMI framework teams.

As a Concept UX Designer

- User research and usability testing.
- Generating concepts for User Experience.
- Domain specific Use case creation.

Almabase

| 2015-2018 | 3 years+ | www.almabase.com

Almabase is on the course to change the future of alumni relations. As the 3rd member of this startup I learned to solve what it takes to scale from 14 to 200+ U.S schools. We as a small team built the world class product which is one of the few revenue generating SaaS startups in India (\$500K ARR). User Research, listening to customers, refining the product, improving user experience defines my day.

As a Product designer

- User research and usability testing.
- Product planning
- Analytics dashboard for admins
- The complete feature set of the platform

Factly

| 2014-till date | 4 years+ | www.factly.in

Factly is India's first data news portal making public/government data meaningful. Today we have 1Million views and 10K subscribers. We work with the state government on Open Data projects. We are a reliable source for mainstream media. As one of the 3 co-founders, I authored several visualizations and produced informational videos. Currently, I play the role of a mentor to the design team.

As a Co-founder / Information Designer

- Data analytics
- Infovisualization and Infographics
- Animated videos and interactive media
- Design mentor

Mutual Mobile

| 2011-2015 | 4 years

I designed several mobile application projects on iOS , Android, iWatch, Automotive platforms. Some of the important projects are:

Nike - designed a marketing toolkit app for iPad
Rackspace - a cloud storage app on iOS & Android
Economic Times - a magazine app on automotive
Hipchat - Chat app for Apple iWatch
Ford - iWatch concept app
RMS Automotive, Flexdrive, etc.

As a Sr.Interaction Designer

- Agile methodology
- User research
- Conceptualization
- UX wireframes
- Prototyping
- User Interface design

Publications

Design for education in emerging economies | USID

Richer Experience over mobile phone interactions | USID

Design of automobile infotainment system for elderly drivers in Indian context | IIID

Traffic and Transport Expert Forum | Vienna

Multimodal Interaction with user's forced exhalation | IEEE TechSym | IIT Kharagpur

Strengths

Focus

Ideation

Adaptability

Strategy

Achiever

* Gallup Strengthfinder Test

What am I learning now?

- **Product Management** techniques.

- Electric Car Technologies via Edx.

- Programming basics of Python, to build simple applications.

- Neuroscience and how brain computer interfaces work

- Deutsch language - finished level A2.2 certification.

HCI Lab - Uni.of Salzburg | 2011 | 5 Months

Games 4 School Project: A participatory design project involving school children to design a game using multimodal input game controller. We used a Dance Revolution Mat as an input to control a plane's aerobatic maneuvers.

As a Game UX Designer

- Game mechanics
- Design research
- Multimodal interaction
- Prototyping
- Usability testing

Internships (NID) | 2009-2011

IIID Vienna, Real-Time Communication in Transportation: A study of passenger behavior and real-time communication system for traffic management.

Robert Bosch - HMI for elderly drivers: Infotainment system for elderly drivers in the Indian scenario.

Microsoft Windows: Next Generation OS for Information Workers

Frog Design, Lift Conference Geneva: Conference attendee experience study report and ideation.

Mediashala, Public transportation project: Design research and model development for Bus Rapid Transit System in Ahmedabad.

As a Design Intern

- User-centered design (UCD)
- Design research methodologies
- Ideation
- User research
- Affinity mapping
- Personas and goals
- UX and UI design
- Heuristic analysis
- Usability testing

Mahindra Satyam | 2005 - 2009 | 4 Years

Innovation Division: As a business analyst I was responsible to design and manage the innovation life cycle within the organisation.

As a Business Analyst / Programmer

- Innovation framework
- Service designer
- Database Administrator
- Mainframes developer

What do my colleagues think about me?

“ Manoj is a designer of many talents. He is a visionary that provides a lot of input in our group brainstorming as well as no stranger to hard work. He's dedicated to his craft and always collaborative with other designers and developers alike. I'm glad to have had the pleasure of working with Manoj and know that he will continue to provide value to any project that he is a part of.”

Orlando Ramirez, Associate Director of Design, Mutual Mobile

“ Manoj is very thoughtful and deep UX designer who brings a lot of conceptual curiosity to his work. He is adept at looking past the specific wireframes and into the larger concepts and purpose behind the design, making him an exquisite member of any brainstorming team.”

Adam Beckley, User Experience Manager, Mutual Mobile