Manohar Achar

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SUMMARY

Product Designer with 3+ years in UX and product design, backed by 5+ years in corporate product development. Shipped end-to-end web and mobile experiences that improve activation, conversion, and task success. Delivered an instrumented CEU funnel and a 2-week pilot with 250 learners, improving task success 60% to 80% and reducing time to certificate from 2:05 to 0:58.

SKILLS

Product Design: end-to-end UX, product thinking, information architecture, user flows, wireframes, prototyping, responsive UI, accessibility (WCAG)

Growth Analytics: funnel metrics, KPI definition, event taxonomy and instrumentation, experimentation support, GA4, Amplitude, Mixpanel

Research: interviews, usability testing, surveys, synthesis

Tools: Figma, FigJam, Jira, Qualtrics, Maze, UserTesting, Dovetail, Adobe Creative Suite

EXPERIENCE

Sparks Behavioral Services (Cooperantlearning.com) | Product Designer
Bloomfield, MI | May 2025 - Jan 2026

- Owned the end-to-end CEU conversion funnel (discovery to certificate), delivering information architecture, user flows, high-fidelity UI, and implementation-ready specs.
- Instrumented and launched a 2-week pilot (250 learners): 95 visits, 12 CTA clicks, 3 purchases, 2 completions; built an event taxonomy and KPI dashboard to pinpoint drop-offs.
- Improved conversion-critical UX through usability testing and iteration, raising task success 60% to 80% and reducing time to certificate from 2:05 to 0:58.

University of Michigan-Dearborn | Research Assistant, UX Designer (Part-time)
Dearborn, MI | May 2025 - Present

- Designed a randomized Qualtrics study on L2 to L3 mode awareness using video scenarios (N=192; 81% completion; N=167 valid) and synthesized findings into decision-ready insights.
- Delivered 8 UX and HMI recommendations and improved mode-identification accuracy 69% to 82% after iteration.

Ingersoll Rand Industrial Technologies | UX Designer (Internal Transition from New Product Development)
Bangalore, India | Jul 2023 - Jun 2024

- Selected for internal transfer from New Product Development to support product UX for industrial controls.
- Defined information architecture, screen map, and role-based access for an industrial touchscreen controller and web dashboard, reducing requirements ambiguity 25% before build.
- Created annotated wireframes and interaction rules across display sizes, cutting redesign cycles 20% and reducing dev and QA clarification loops 15%.

Ingersoll Rand Industrial Technologies | Senior Design Engineer (New Product Development)
Bangalore, India | Jun 2022 - Jul 2023

- Drove cross-functional change control for 10 to 20 ECOs per month, tightening review gates and reducing rework 20% to 30%.
- Led value-engineering workshops delivering mid five-figure annual savings through cost-down initiatives and design improvements.

SELECTED PROJECTS

Mochitta | 0-to-1 Product Design (Capstone Prototype)
Ann Arbor, MI | Aug 2025 - Present
- Designed an emotion-aware personal finance prototype; usability testing (n=8) achieved 93% task success and SUS 86, with 32% lower time on task.
- Validated in a 2-week pilot (n=30): reduced post-spend regret 28% and increased perceived control by +1.2/7 while sustaining trust at 6.0/7.

Black Baza Coffee | Product Designer (Freelance)
Remote | Jun 2025 - Sep 2025
- Designed a commerce and community app; testing (n=12) raised impact info task success 58% to 92% and reduced time to find from 2:10 to 1:05.
- Improved conversion proxies: subscription intent 3.6 to 5.7/7 and email signup intent 25% to 60%.

EDUCATION

MS Human-Centered Design and Engineering | Master's Degree
University of Michigan-Dearborn | GPA 3.8 | Aug 2024 - Apr 2026 (Expected)

BS Mechanical Engineering | Bachelor's Degree
Nagarjuna College of Engineering and Technology | GPA 3.7 | May 2014 - May 2018

AWARDS & RECOGNITIONS

Extra Mile Award | Ingersoll Rand India
Bangalore, India | Feb 2024

Outstanding Spot Award | Ingersoll Rand India
Bangalore, India | Jun 2023

COMMUNITY

Design Club at UMICH Dearborn | President
Dearborn, MI | Jan 2025 - Present
- Grew participation 70% and delivered 12+ design assets for campus partners.