

# Aditya Mankare

## Product Designer

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## Experience

### Product Design Intern @ Meta

May 2022 - Aug 2022 | Los Angeles, CA

- Designed, prototyped, and shipped interaction flows to help Horizon creators build cross-world experiences in VR.
- Increased adoption of sharing variable data of users to create repetitive habit-forming engagement of users in Horizon Worlds.
- Collaborated with various cross-functional partners like engineering, PM, design systems, and content design to ship this feature.

### Founding Product Designer @ Hype

Sep 2021 - Present | Ann Arbor, MI

- Worked with a small cross-functional team to design interaction flows for Hype's initial proof-of-concept.
- Responsible for user research, information architecture, interaction & visual design, and prototyping across web and mobile interfaces.
- Led the scaling and evolution of Hype's visual design system and brand system.

### Associate Product Manager Intern @ Merck

Jun 2020 - Aug 2020 | Austin, TX

- Designed key features for an NLU-driven chatbot that helps find subject-matter experts within Merck's manufacturing division.
- Collaborated with product owners, project managers, developers, and designers in an agile-driven software development process.
- Developed UI features for the chatbot while performing scrum tasks like leading standups and managing the agile board in JIRA.

### Business Intelligence Engineer Intern @ Canon

Jun 2019 - Aug 2019 | Newport News, VA

- Developed interactive data visualizations using BI reporting tools to build sales dashboards that increased sales efficiency by 9%.
- Analyzed and prioritized sales KPIs, business metrics, and internal data using SQL and R to create an easy-to-understand data narrative.
- Drove process improvements in data collection and documentation in Excel and SQL to increase managerial productivity.

## Education

### University of Michigan

M.S. Human-Computer Interaction | May 2023

GPA: 3.80. Relevant Coursework in Contextual Inquiry, Interaction Design, Human Behavior, Usability Evaluation, Information Architecture, Web Design Accessibility, Designing for AR/VR, Ubiquitous Computing

### University of Houston

B.S. Mathematics and Economics | May 2021

GPA: 3.60. Relevant Coursework in Behavioral Economics, Game Theory, Object-Oriented Programming, Probability, Statistics, Micro and Macroeconomics, Data Structures and Algorithms

## Skills

### UX

User Research, Information Architecture, Wireframes, Prototypes, Usability Testing

### Product

Design Sprints, Growth Hacking, Product Thinking, Market Research, Data Analysis

### Visual

Typography, Layout, Grid System, Color Theory, Design Systems, Brand Identity

### Tools

Figma, Figjam, Webflow, Notion, Keynote, JIRA, HTML/CSS/JS, React, SQL, Python