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**Barkha Mandhana**

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## EDUCATION:

MA in Interaction & UI/UX Design

Academy of Art University, San Francisco

2022-2024

Master of Business Administration

ICFAI Business School of Hyderabad, India

2017-2019

## WORK EXPERIENCE:

### Product Manager Intern at Exigyn, San Francisco, USA (June 2024 - Dec 2024)

- Collaborated with internal teams to capture detailed business requirements using JIRA.
- Designed a feature to enhance clinical trial forecasting by leveraging user personas and research insights, resulting in a 28% increase in user satisfaction by aligning with customer expectations and product goals.
- Facilitated cross-functional collaboration by aligning design, engineering, and product objectives, using Figma to deliver low-fidelity designs in 2 weeks, which reduced development time by 15% and improved team alignment.
- Assisted the Project Manager in coordinating activities, tracking tasks, and managing project progress to ensure milestones were achieved.

### Business Analyst (Associate Consultant) at Sapiens, Bangalore, India (March 2019 – March 2022)

- Bridged the gap between product and user needs by delivering intuitive design solutions, resulting in a 25% boost in user satisfaction and a 30% improvement in usability metrics.
- Created visual aids such as wireframes and mockups using tools like Figma, Balsamiq, and PowerBI to help stakeholders visualize project requirements, leading to a 20% reduction in project turnaround time.
- Led the development of a design system to streamline user workflows, creating clear and consistent interfaces that improved efficiency in handoff to engineers, resulting in a 15% decrease in bugs.
- Conducted basic data analysis using Tableau and PowerBI to evaluate the potential impact of proposed business solutions, improving decision-making processes.
- Regularly communicated with stakeholders to clarify requirements, build positive relationships, and ensure documentation accuracy.

### Business Analyst Intern at SkillFirst Digital Pvt Ltd, India (March 2018 – May 2018)

- Gathered Requirements and designed a finance app to provide stock insights, improving customer analysis capabilities by 20%.
- Conducted quality checks to validate use cases, ensuring a seamless user experience and reducing quarterly bugs by 15%.

## PROJECTS:

### Healthylicious - Food App

- Conducted research through surveys and netnography to gain insights into users' food habits.
- Validated use cases using user feedback and medium-fidelity wireframes for diverse personas.
- Performed analysis of testing data to refine designs and ensure early validation.

### Furry Heaven - Mobile App

- Researched the user journey for hiring a pet sitter using a mind map and prioritizing search as the initial user story, improving navigation efficiency by 30% compared to the existing app.
- Conducted competitive analysis to gain insights into the pet industry, identifying gaps in current solutions.
- Designed and tested intuitive workflows for hiring pet sitters, incorporating flexible options like daycare and dog walking services

## TOOLS/SKILLS:

Figma, Tableau, Axure, Lucid Chart, Power BI, Wireframing, Prototyping, User Experience, User Interviews, Usability Testing, Persona, Behavioral Analysis, Agile Methodology, User Research, Competitive Analysis, Scrum, Jira, Sprint, Framer, API, Database, SQL Axure, PowerBI, HTML, CSS, Analytical thinking, Notion

## CERTIFICATIONS:

- Introduction to Software Product Management by the University of Alberta
- Foundations of User Experience Design by Google