



Manoj Shakar

Digital Product Designer | 9+ years of experience

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Work Experience

Spendflo

Lead product Designer • May 2024 - Present

- Led the product design vertical, ensuring end-to-end product experience and managing visual output for a seamless UI.
- Developed and maintained design systems for consistency and scalability across all products.
- Managed a small team of designers, setting goals, mentoring, guiding, and fostering innovation.
- Applied data-driven approaches to optimize UX, ensuring intuitive design solutions and driving user engagement.
- Collaborated closely with engineering, product management, and marketing to align design strategies with business objectives.

Vajro

Senior product Designer • Oct 2022 - Apr 2024

- Worked at Vajro, a leading mobile app builder for e-commerce brands where I designed end-to-end experiences for the mobile app builder platform.
- Focused on creating intuitive interfaces and user flows for Shopify and BigCommerce Platforms.
- Created design system guidelines for mobile and web applications.
- Mentored and guided junior designers, providing valuable insights and support for their skill development.

Freshworks

Senior product Designer • Jul 2018 - Sep 2022

- Improved UX and UI of Freshmarketer's marketing automation platform.
- Built email, SMS, and social media campaigns from scratch, ensuring seamless functionality with developers.
- Developed journey builder tool, enabling complex automated marketing workflows; iterated and launched version 2 for enhanced usability.
- Established and maintained Freshmarketer's DSM for consistent UI design.
- Developed unique illustration style, ensuring cohesive visual experience.
- Collaborated on Shopify integration, launching integrated product to enhance functionality and market reach.

Education

Amrita Vishwa Vidyapeetham.

BE-CSE - 70.39% | 2010 - 2014

S.R.V. Matric Higher Secondary School.

Senior Secondary School (XII STD) - 80.33% | 2008 - 2010

Tools

Figma
Sketch
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro

Skills

User experience Design
User interface Design
Interaction Design
Visual Design
Illustration
Motion Graphics

Language

HTML5
CSS3
Javascript
C
C++

Trimble Information Technology

UX Designer • Oct 2016 - Jun 2018

- Specialized as a UX designer at Visionlink, emphasizing user-centered experiences.
- Enhanced the Unified Suite of applications by converting a legacy product into 6 distinct SaaS products with modern UI and improved UX through responsive design.
- Visualized complex, large-scale data within the UI, ensuring responsiveness across all mobile devices.
- Created and maintained a UI library for the new suite of products developed from the legacy platform.
- Designed a mobile app from scratch for the same product, ensuring functional consistency with the web application.

ZoomRx

UI Designer • Jun 2016 - Aug 2016

- Worked on the design of the Survey mobile app, Focused on creating a user-friendly experience for app users.
- Responsible for creating visually appealing graphics.
- Designed impactful PowerPoint decks for various organizational needs.
- Contributed to the overall user experience and visual communication efforts.

Triton IT solutions

UI Designer/Developer • Jan 2016 - May 2016

- Extensive experience in website design and mobile app development for clients from around the world.
- Created visually appealing and user-friendly interfaces.
- Customized designs to meet the unique needs and preferences of diverse clients.
- Focused on delivering high-quality user experiences.

Sri Hema Infotech

Graphic & Web Designer • Apr 2015 - Dec 2015

- Involved in numerous projects and client collaborations across India.
- Provided high-quality graphic resources to clients.
- Created various assets, including illustrations, logos, icons, and visual designs.
- Tailored designs to meet specific requirements and branding objectives.
- Ensured delivery of visually appealing and impactful graphic assets.