



Manu Peethambar

UI/UX Full-Stack Product Designer



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## SKILLS

### DESIGN

Interaction Design  
Product Design  
Visual Design  
Accessibility Design

### USER EXPERIENCE

Storyboarding  
Personas  
Wireframing  
Prototyping  
Journey Maps

### USER RESEARCH

Competitive Analysis  
Survey  
Interview  
Usability Testing  
User Stories  
A/B Testing

### TOOLS

Figma  
Sketch  
Adobe Suite  
Invision  
Axure  
JustInMind

### USER INTERFACE

HTML | CSS | Javascript  
jQuery | Bootstrap | WordPress

## EDUCATION

### MASTER'S DEGREE

Human Computer Interaction  
University of Maryland Baltimore  
County, MD, USA  
2018 – 2019

### BACHELOR'S DEGREE

Telecommunications Engineering  
Ramaiah Institute of Technology  
Bangalore, India  
2006 – 2011

## AWARDS

Dynamo Award at Infosys.  
Awards at Deloitte Digital.  
INTERNATIONAL BEST CHILD  
ARTIST AWARD – (PAINTING)  
BALACHITRARATNA AWARD  
(PAINTING)

## PROFESSIONAL EXPERIENCE

### UI/UX CONSULTANT & PRODUCT DESIGNER

*Deloitte / March 2016 – January 2018*

Brought out all UX dependencies for client stakeholders. Developed high level detailed storyboards, mockups, and prototypes to effectively communicate interaction and design ideas. Planned and facilitated organizational events and design meetings at Deloitte Digital Studio. Documented and educated the best practices for product design.

#### **Straight to Bank** (S2B application | Client: Standard Chartered Bank)

- Designing and architecting approaches to new functionalities and enhancements.
- Designed and developed responsive and reusable components, an application wide Search Engine having the best UX standards with accessibility.
- Crafted an agile methodology project setup and created JIRA stories and sprint tasks.
- Created user tasks and conducted usability tests to evaluate user journey directions.
- Planned and executed user testing, stakeholder surveys, and evaluations.
- Delivered an end to end transaction banking application reflecting stakeholder needs.

### SENIOR UI/UX DESIGN ENGINEER

*Infosys / August 2011 – March 2016*

Client collaboration for requirement gathering and to realize detailed UI specifications. Organized design & technical workshops and team building activities for the delivery unit. Created good design & technical standards documentation to help new members joining team. Defined a design system and advocated its application across different products and platforms.

#### **eDelivery** (Client: Fidelity Investments)

- Designed and developed a SPA that helps individuals manage their investments.
- Created user stories, personas, sitemaps, storyboards, wireframes and prototypes.

#### **NetBenefits** (Client: Fidelity Investments)

- Designed responsive SPA to fit implementation needs for modern web technology stack.
- Analyzed and incorporated user testing data and qualitative feedback into designs.
- Translated goals and data into User-Centered digital experiences.

#### **Component Library** (Client: Fidelity Investments)

- Designed and developed reusable web components commonly used across projects with accessibility standards.
- Held design workshops, brainstorming sessions and articulated common ideas.

## OTHER EXPERIENCE

### UI/UX INTERACTION DESIGNER & GRADUATE RESEARCH ASSISTANT

*COEIT, UMBC / March 2019 – August 2019*

### GRADUATE TEACHING ASSISTANT

*HCI, UMBC / August 2018 – February 2019*

### WEB DESIGN & DEVELOPMENT INSTRUCTOR

*Upward Bound, UMBC / June 2018 – July 2018*

### WEB DESIGN & DEVELOPMENT ASSISTANT

*HCI, UMBC / May 2018 – June 2018*