MANU
UX & PRODUCT DESIGNER

💼 manu-peethambar
🌐 www.manuxer.com
🎨 dribbble.com/manuxer
✉ manuxdesign@gmail.com

LEAD UX/PRODUCT DESIGNER - AMAZON

Oct 2021 - Present

Led strategy and design execution across AI products serving 1.5M+ users. Partnered with leadership, business, tech, and research teams to redefine how users access services and navigate experiences.

Worked with end customers to design AI and self-service experiences across 55 countries, scaling to over 87% adoption at launch, translating complexity into clarity, influencing impact on a global scale. Delivered intuitive, inclusive, and scalable solutions that improved productivity and accessibility (working with People with Disabilities - PWDs) across different organizations.

Conducted user research and usability testing to inform design decisions. Collaborated with development teams to ensure designs were implemented accurately and efficiently. Designed user flows, wireframes, and prototypes to communicate design rationale alongside multiple PRFAQs to leadership and business.

USER EXPERIENCE SPECIALIST - USERWORKS

May 2019 – Oct 2021

Delivered research-driven design consulting for clients across healthcare, education, and enterprise systems. Conducted user research, usability evaluations, and accessibility assessments across multiple product stages. Created interaction models, prototypes, and data-informed UX recommendations integrated into client workflows, influencing 2.3B sessions of site traffic. Advocated for inclusive design principles to improve usability and compliance.

UX CONSULTANT & PRODUCT DESIGNER – DELOITTE

Mar 2016 – Jan 2018

Led product design for **Standard Chartered Bank's "Straight2Bank"** enterprise platform, improving transaction efficiency and scalability (unlocked 4,000 hours of productivity with pilot launch). Created reusable design systems, interactive prototypes, and research-backed usability recommendations. Facilitated client workshops and design sprints to define vision and roadmap alignment.

UX CONSULTANT & PRODUCT DESIGNER – INFOSYS

Aug 2011 – Mar 2016

Led the design of **NetBenefits**, **eDelivery**, and **Component Library**, improving engagement for Fidelity customers by 35%. Developed responsive components and design documentation for cross-platform consistency. Conducted user studies, wireframes, and high-fidelity prototypes for large-scale financial products.

ABOUT

A successful Product and UX design leader with 14 years of design experience who thrives in ambiguity - transforming complex systems into intuitive, inclusive, and scalable experiences. Driving AI, accessibility, and enterprise design strategies that simplify workflows and shape human-first digital ecosystems.

EDUCATION

M.S. Human-Computer Interaction
University of Maryland, Baltimore County (UMBC) | 2018 – 2019

SKILLS

Design
Product Design, Interaction Design, Visual Design, Accessible Design

User Experience
Prototyping, Journey Mapping, Storyboarding, Information Architecture

User Research
User Interviews, Usability Testing, Surveys, A/B Testing, Data Synthesis & Analysis

Tools
Figma, Adobe Suite, AI design products

Development
HTML, CSS, JavaScript

Management
Product, Project and Stakeholder management