

MANU

UX & PRODUCT DESIGNER

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LEAD UX/PRODUCT DESIGNER - AMAZON

Oct 2021 - Present

Led strategy and design execution across enterprise products serving **1.5M+ users** translating complexity into clarity, influencing impact on a global scale. Delivered intuitive, inclusive, and scalable solutions that improved productivity and accessibility across Amazon operations.

Designed and launched **10+ major technology** products and workflows across Amazon services delivering measurable impact on efficiency, accessibility, and customer satisfaction.

Scaled self-service product adoption across **55 countries (87% in the first month)**, reduced manual dependency by thousands of tickets monthly, and improved accessibility for People with Disabilities (PWDs) through born-accessible AI products.

Operated in **rapid design and delivery cycles**, driving multiple launches per quarter while balancing short-term execution with long-term UX vision and design system alignment.

Led **AI & Accessibility innovation**, an AI-powered solution to help People with Disabilities (PWDs), and GenAI document extraction and analysis solutions that reduced decision times by **30%** and improved overall productivity.

Conducted user research and usability testing with **diverse user populations** to inform design decisions, ensuring global inclusivity.

Collaborated closely with engineering and product to ensure high-quality implementation and design fidelity. Designed user flows, wireframes, and prototypes to **communicate design rationale** influencing multiple PRFAQs to leadership and business.

USER EXPERIENCE SPECIALIST - USERWORKS

May 2019 – Oct 2021

Delivered research-driven UX consulting across healthcare, education, and enterprise systems - conducting user research, usability and accessibility evaluations. Influenced data-informed design decisions that improved **USPS.com 2.3B+ user sessions/year**.

UX CONSULTANT & PRODUCT DESIGNER – DELOITTE

Mar 2016 – Jan 2018

Led end-to-end product design for Standard Chartered Bank's "**Straight2Bank**" platform - that improved transaction efficiency, aligned roadmap strategy, and unlocked **4,000+ hours of productivity**.

UX CONSULTANT & PRODUCT DESIGNER – INFOSYS

Aug 2011 – Mar 2016

Led product design for **NetBenefits** at **Fidelity** - improving customer engagement by **35%** and elevated design consistency across 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