



# Nivedhan Manavalan

UX Designer & Technologist

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<http://tx.ag/nivedhanportfolio>

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I am a UX designer, experienced developer and a student of the Lean Startup Methodology. I love designing products with a focus on customer needs & their stories, bringing out products that are beautiful, functional and most importantly responsive

## EXPERIENCE

### UX & Product Designer (freelance)

#### Client: Weather General

Nov 2016 - Dec 2016

Weather prediction startup working to provide more streamlined and accurate weather forecast for businesses

- Compiled user research into design for Minimum Viable Product (MVP), merging unique value with familiar interface
- Designed and generated interactive prototypes to illustrate the business model to customers and investors, generating seed funding of over \$100,000

#### Client: Trucke

Oct 2016 - Jan 2017

Local startup enabling students to move easily by leveraging shared economy and the Uber business model

- Designed prototypes based on user research to communicate system capabilities to executive team and facilitate high-level strategic decisions
- Produced style guides and web/CSS/interaction specification sheets for engineers.

### Module Lead; Systems Engineer

#### Tata Consultancy Services

Jan 2011 - May 2015

Banking & Financial Services - Design & Web Development

- Designed and developed website dashboard to monitor daily stock reconciliation for multiple exchanges and regulatory reports, improving productivity by 15%
- Analyzed and compiled user requirements between cross functional business units in Agile development project, reducing deployment time by 10%
- Developed and deployed tools to analyze database connections to solicit user buy-in for migration of platform, procuring savings of over \$200,000

## PROJECTS

### HCI Functional Prototypes

#### Annotating Trails (Research Project)

Oct 2016 - Dec 2016

Synthesis of sensemaking via visual history caching during exploratory browsing

- Conceptualized, developed & performed user testing for a functional prototype to determine knowledge retention while browsing Wikipedia
- Designed novel user interaction to enable multidimensional history browsing through nodes as a chrome extension

#### Comparative Shopping Experience

Sep 2016 - Oct 2016

Reimagining shopping environment to encourage improved purchasing decisions

- Devised, designed & developed exploratory interaction design using pie menu to aid shopping, improving user decision making by 10%
- Created lightweight and functional HTML / CSS prototype based on user research to identify pain points, enhancing task sensemaking

### Lean Startup Project

#### STEM Space

Apr 2016 - Nov 2016

Education startup proposal leveraging social media evaluated using the Lean Startup Methodology with Startup Aggieldand incubator

- Validated value proposition of product by conducting 100 face to face user interviews, developing product strategy and business model
- Ideated and prototyped product idea within 48 hours during an innovation competition, securing second place among 12 teams

## EDUCATION

Texas A&M University May 2017 GPA : 4.0

M.S. Management Information Systems

Anna University

May 2010 GPA : 3.4

B.E. Mechanical Engineering

## KEY SKILLS

### User Experience Design

Prototyping (*Sketch, InVision, AxureRP, Proto.io*)

User Experience (*Wireframing, Research*)

Taxonomy & Information Architecture

Visual Design & Brand Identity

### Front-End Web Development

HTML, CSS, Responsive design, Bootstrap, Javascript (*React, Angular*)

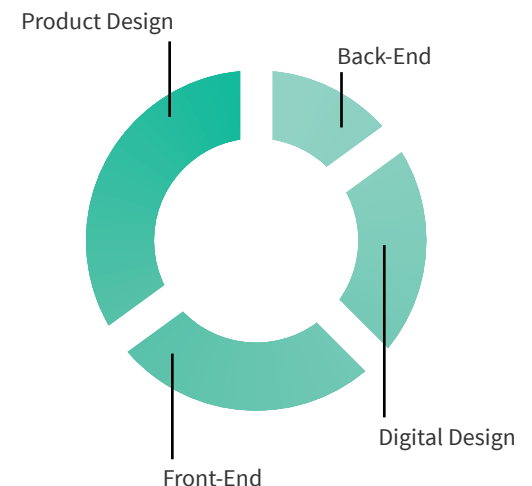
### Digital Design

Photoshop, Illustrator, Indesign

### Back-End Development

Java, SQL, Hadoop, Node.Js, Express

## SKILL PROFICIENCY



## ACTIVITIES

Startup Aggieldand Accelerator Participant

IGSA Vice President of Marketing - Design

Bhumi Education NGO

Aggies Invent Participant