

Pramod Mani

Experience Designer

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A perfect design is a journey, not a destination

Experienced designer with 17+ years of expertise in crafting digital products as individual contributor and in team environments. Effective communicator and collaborative team player. Passionate about solving design challenges with a focus on feasibility, viability, and desirability. Skilled in leveraging Design Thinking methodology to drive solution based on insights, not assumptions.

SKILLS

Research

User research, competitive analysis, stakeholder interviews, strategy definition, heuristics, information architecture, affinity maps, user personas, journey maps

Design

Paper sketches, interactive wireframes, Design System, styleguides, data visualisation, information design

Tools



EDUCATION

Master of UX Design

Victoria University of Wellington / 2019 – 20

Bachelor of Science (Physics)

Utkal University, India / 1994 – 97

TALKS

WITCON 20

Speaker at WITCON 2020 organised by VUW – Women in Tech / Nov 2020

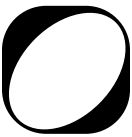
<https://bit.ly/3pwRrxK>

24 Hours of UX

My experience of Google Design Sprint workshop done remotely / Jun 2020

<https://bit.ly/2BgdKn6>

EXPERIENCE



Open Insurance Ltd.

Senior Product Designer / Remote / Mar 2022 – Present

- > Championed the conceptualisation and design of a CRM web app for Insurance support agents, empowering them to manage customer policies + claims, handle communications and track tickets
- > Instrumental in the development of a Design System library in Figma, actively utilising it in projects to accelerate output, maintain consistency and establish a cohesive brand language
- > Actively engaged with users using UserZoom testing platform to conduct user testing, and iteratively incorporate valuable insights throughout the design lifecycle
- > Collaborate with developers, QA and PM to facilitate the transition of design into a fully functional product
- > Actively contributed as a member of the sprint team, diligently updating and tracking all project activities within Jira and Confluence
- > Expertise in leveraging advanced features of Figma, such as components, auto layout and variants, to design web + mobile interfaces with precise pixel-perfect alignments, 8-point grid spacing and scalable designs



Wellnomics Ltd.

Senior UI/UX Designer / Christchurch / Feb 2021 – Mar 2022

- > Designed the experience of a touch-based office ergonomics gadget having the potential to revolutionise wellbeing of computer users
- > Overhauled the existing products by enhancing the design and resolving common user experience issues
- > Coordinated with developers and QA team, assist the development team by defining brand guide, created and standardised reusable designs components
- > Developed and built a highly interactive prototype using Axure prototyping tool, which served as the foundation for creating a tangible product focused on ergonomics
- > Envisioned a design strategy for conceptualising and designing gamification badges to promote user engagement



EY

Manager, Experience Design team / Kerala, India / Sep 2011 – Jul 2018

- > Instrumental in reviving a big-budget global analytics project by executing a design strategy that led to winning the pitch for building end-to-end solution. Received CSAT 5 rating
- > Executed the concept development of an innovative smartphone-based app for cycling fan enthusiasts in a record 5 months' time from drawing board to app store
- > Engineered the experience definition of a SharePoint based inter-competency job site adjudged Americas regional winner 2017 under Better Begins With You, EY Global Recognition program
- > Awarded Highest Performing Team, Excellence in Team Management, Best of EY on multiple occasions. Consecutive 5-star rater for 4 straight years
- > Increased team efficiency by building an Axure widget library of branded web and mobile components for faster and standardised prototypes

CERTIFICATIONS

Human Factors International

Designing the Mobile User Experience

Franklin Covey

The 7 Habits of Highly Effective People

VOLUNTEERING

Planted native trees at Mt.Victoria with **Conservation Volunteers**



Webgility Technocrats Pvt Ltd.

Senior UX Manager / India, Wellington (Remote) / Oct 2018 – Feb 2021

- > Engineered an design transformation of Webgility’s desktop-based e-commerce product resulting in 30% increase in sales and reducing customer dropouts to less than 1.5%
- > Executed the concept development of an innovative smartphone-based app for cycling fan enthusiasts in a record 5 months’ time from drawing board to app store
- > Engineered the experience definition of a SharePoint based inter-competency job site adjudged Americas regional winner 2017 under Better Begins With You, EY Global Recognition program
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RECOGNITION

Plant trees remotely with smartphones using drones and LIDAR (Light Detection and Ranging)

To counter deforestation, a paradigm shift in the way we care for our trees is paramount. If we can build an emotional connection between humans and trees, afforestation would flourish. My app concept interacts with a automated-drone to plant trees at user-defined GPS locations anywhere in the world. The tree growth and health are tracked with LIDAR for the user to monitor and motivate.

Article: <https://bit.ly/30IVvoJ>

Mockup: <https://t8ypon.axshare.com/home.html>



(Mock-up)

INTERESTS

- > Practice hydroponics and growing micro-greens indoors. Strong advocate of #GrowingYourOwnFood
- > Proficient in Digital Photography
- > Love being on the road, exploring places, cuisines, cultures and meeting people

LANGUAGES

English, Hindi, Malayalam, and Tamil

REFERENCES

(referees available on request)