



# SURI MANEKAR

## UX Specialist

“ I am a highly motivated UX architect with over 9 years of experience working at the confluence of art and technology. I have been stitching business goals with user needs to create out of this world experiences.

My portfolio illustrates working on products and applications for mobiles, tablets, and desktop interfaces. Through my ideas I have facilitated projects in various domains like Connected Cars, Virtual/Mixed reality, Social Intelligence, Internet of things, E-commerce & Data Visualization.

I have an experience working with both startups & large corporations where I have played a crucial role of building and managing the UX design teams.

I have excellent team-building and personnel management skills & a proven track record of performance-based awards/rewards.

I'm ever eager to learn, collaborate, invent, and deliver best in class experiences! ”

### QUALIFICATION

**Certified Usability Analyst**  
Human Factors International, License 2015-5396

**MDes - Interaction Design**  
School of Design, IIT Bombay  
2006-08

**BTech. - Materials Science Engineering**  
IIT Bombay  
2002-06

### TECHNICAL SKILLS

**Design**  
Adobe Photoshop, InDesign, Illustrator, Flash, Dreamweaver.

**Prototyping**  
Invision App, Marvel App, Microsoft PowerApps, Visio, Framer, Axure, Balsamiq, Powerpoint

**Exploring**  
Unity3D, Vuforia Platform, Aurasma App.

### AWARDS & ACCOMPLISHMENTS

**One Services Summit Team Award - FY2017 H2**  
July 2017, Microsoft

**Best Project Award - FY2017 H2**  
June 2017, Microsoft

**Peak Performer - One Services Award - FY2016H2**  
July 2016, Microsoft

**UX Super Rookie Award - FY2014H1**  
Jan 2015, Microsoft

**Best Performer of the Fiscal - FY2011**  
June 2012, Germin8

**MAHAWAR - Strategy Board game for 8+**  
July 2008, IIT Bombay, Game Design launched by Funschool.

### EMPLOYMENT HISTORY

**User Experience Consultant, Microsoft**  
June 2014 to Present (~ 3 yrs)

- I am playing the role of a UX Lead in the customer projects which requires me to be involved right from the pre-sales stage, to envisioning workshops, to doing the first set of product/application ideations, and then executing the overall UX journey of the delivery.
- One of my core responsibilities is to manage and progressively engage the team responsible for overall UX within the project comprising of designers, developers, business analysts & testers to get the best of the User Experience in the product/app.
- Collaborating and participating in concept exploration with the business and technology teams throughout the project lifecycle to conceptualize and develop digital design strategies, service design concepts, mobile apps & product sites in order to deliver great user experiences.
- Some of my other responsibilities include:
  - Translating insights from user research and client input, into high level conceptual model & creating information architecture, interaction design, task flows, personas & wireframe sketches
  - Reviewing and presenting the designs to the customer & incorporating the feedback
  - Quality control
  - Ensuring cohesiveness in the team
  - Be involved in hiring and mentoring activities across teams to make sure the talent standards are maintained.

Clients: Ford, Tata Motors, Auckland Transport, Real Madrid.

**Head Of Design - Germin8 Solutions**  
August 2010 to June 2014 (3 yrs 11 mths)

I led the product experience at Germin8 Solutions. I built and was the head of the design team. I reported directly to the CEO. My team owned the product experience across all the products developed at Germin8. These included the flagship product Explic8, which is known to provide world class social media analytics and insights through interactive dashboards and reports.

- Key responsibilities included:
- Translating the business requirements into IA/tasks flows/features to provide best solutions to the problem statements in turn scoring high CSATs.
  - Work on new brand identities and guidelines for every product launch.
  - Conducted end-user research, prototype testing, AB testing and usability testing for providing a more seamless user experience.

Clients: Airtel, Asian Paints, MTV, Godrej, ICICI Bank.

**Information Architect - Hewlett Packard**  
July 2008 to August 2010 (2 yrs 2 mths)

Provided user experience consulting to a number of customers. This involved the UCD process, doing extensive user and market research, persona development, usability tests, wireframes creation, paper prototyping, and customer presentations.

Clients: JP Morgan Chase, CITI, HDFC Std Life, Schneider Electric.

**Creative Intern - OgilvyOne**  
May 2007 to October 2007 (6 mnths)

Worked on brainstorming for ideas, creating innovative advertisement layouts for both print and online media.

Clients: Vodafone, Cadbury, Yahoo!

**Teaching Assistant - IIT Bombay**  
June 2006 to June 2008 (2 yrs)

As a teaching assistant my work involved doing design research, contextual enquiries, and ethnographic studies as a part of various industry projects undertaken by the faculty members.

### REACH ME

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suribbles

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Gachibowli, Hyderabad  
India PIN 500032

### ABOUT ME

**DoB**  
13th August 1983

**Marital Status**  
Married

**Languages**  
English, Hindi, Marathi

**Interests**  
Sketching, Photography, Running,  
Cooking.