

SURI MANEKAR

UX SPECIALIST

“I believe in the power of elegant minimalism in a world increasingly saturated with garish colour.”

A Product Designer at my day job (converting HCM Data into actionable insights for leaders), and **a Dad at off-hours**. In both the roles I deal with end users with low attention span. I love the fact that I tell stories to both using progressive disclosure techniques which mostly brings out their happy faces in the end.

QUALIFICATION

Certified Usability Analyst

Human Factors International, License 2015-5396

M Des. - Interaction Design

IDC School of Design, IIT Bombay
2006-08

B Tech. - Materials Science Engineering

IIT Bombay
2002-06

TECHNICAL SKILLS

Design

Adobe XD, Photoshop, InDesign, Illustrator, Flash, Dreamweaver, Sketch

Prototyping

Invision App, Sketch, Marvel App, Microsoft PowerApps, Visio, Framer, Axure, Balsamiq, Powerpoint, Adobe XD

AR/VR/MR

Unity3D, Vuforia Platform, Aurasma 3D, ARCore, ARKit.

AWARDS & ACCOMPLISHMENTS

Design Sprint Training Award - FY2018 H1

Mar 2018, ADP

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

ADP UX Lead, ADP November 2017 to Present

- I lead the India design team as a part of DataCloud initiative at ADP. I have been responsible for evangelising UX Design across the organization by means of FF3 Design sprint.
- My main responsibilities include leading the data visualization discussions to bring out actionable insights for the Managers/Leaders. Most of my time is spent working on digital design strategies, service design concepts, mobile apps & product sites in order to deliver great and easy to understand user interfaces.

Senior UX Designer, Microsoft June 2014 to August 2017 (3 yrs 2 mths)

- I played the role of a UX Lead in the customer projects which required me to be involved right from the pre-sales stage, to envisioning workshops, to doing the first set of product/application ideation, and then executing the overall UX journey of the delivery.
- One of my core responsibilities was 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.
- Some of my other responsibilities were:
 - Translating insights from user research and client input, into high level conceptual model & creating information architecture, interaction design, task flows, persona & 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.

hp 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.

Ogilvy MDes Internship - OgilvyOne May 2007 to October 2007 (6 mths)

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

Clients: Vodafone, Cadbury, Yahoo!

REACH ME

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suribbles

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ABOUT ME

DoB
13th August 1983

Marital Status
Married

Languages
English, Hindi, Marathi

Interests
Sketching, Photography, Running,
Cooking.