

Manish Sharma

Driving Innovative User Experiences through Human-centered Design and Product Strategy.

🌐 <https://bit.ly/MDJ2050>

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SKILLS

STRATEGY

New Venture Planning
Product/UX Roadmap
Product RoI Analysis
User-Centric Strategy

DISCOVERY

User-Insights
Journey Mapping
A/B Testing
Product Telemetry
User-Stories

DESIGN

Interaction Design
Information Architecture
Design Systems
Accessibility Standards
Agile UX
Design Evangelism

TOOLS

Figma
Adobe XD
Axure RP
Qualtrics
Pendo
Hotjar
Jira, Confluence

PATENTS

Pick-Pack-Ship ([link](#))
Rules-Engine UI ([link](#))
ML driven enterprise application ([link](#))
Gesture controls for Camera application ([link](#))

AWARDS

Best Innovation Award,
BY Crystal Ball 2023
Qi2T Health Innovators
Fellow, 2014
Core77, App to Future

EXPERIENCE

Senior Director-UX (Design, Research and Insights)

BlueYonder, Coppell, TX (Remote) Jul '22 - Oct '24

- Led a team of 60+ designers to deliver AI-driven, multi-modal product experiences, enhancing user engagement by 30% and increasing NPS from 51 to 73.
- Developed and implemented a design-led product strategy through advanced user analytics and insights.
- Increased UX Research maturity by setting up User-analytics, Insights and discovery process, establishing design-led product strategy.
- Established the HEART framework to maintain high standards for product design outcomes.

Director User Experience

GEP, Clarks, NJ Mar '20 – Jul '22

- Built and managed a 25+ member design team to deliver UX for GEP-Nexxe, and GEP-Quantum platforms.
- Created SPEK design system ensuring consistency and WCAG compliance across multiple enterprise applications.
- Spearheaded agile UX processes for innovative solutions from concept to implementation.

Senior UX Architect

Samsung Electronics, NJ Aug '09 - Mar '20

- Developed frameworks for cross-functional collaboration on key apps for VoLTE and Video Calling launches.
- Designed hardware-agnostic UX guidelines and UX architecture for Real Time Text (RTT) and Push-to-Talk (PTT) applications, aligning with FirstNet and FCC requirements.
- Led Bixby AI integration with native mobile applications such as Phone, Settings, RCS Messaging, Voicemail.

Senior Design Manager

Samsung, SDD, Noida, India Sep '08 - Aug '13

- Created design research toolkit to measure 'Value by Design' through qualitative and quantitative survey.
- Conducted socio-cultural user research to identify global design trends.

EDUCATION

Masters of Product Development [MS]

Carnegie Mellon University, Pittsburgh, PA (2014)

Post Graduate Diploma in Management [MBA]

Indian Institute of Management Lucknow, India, (2012)

Bachelor of Engineering [BS/BE]

South Gujarat University, Surat, India (2002)