

# MANAN PATHAK

## USER EXPERIENCE DESIGNER

### CAREER OBJECTIVE

Detail-oriented professional with 13.5+ years of experience, create elegant and intuitive user experiences by incorporating user insights, business requirements and technical constraints. Aiming to leverage my skills to successfully fill the User Experience Designer role at your company.

### EXPERIENCE

#### SR. USER EXPERIENCE DESIGNER

*Amazon.com, Inc., Seattle, WA | Jan 2019 - Present*

- Created a first-ever map interface for Amazon's worldwide return process by considering market analysis, data, customer feedback, user research, and technical constraints/opportunities from ideation to design and development.
- Proposed a vision for the return process improvements and presented multiple design concepts to the product team and executives for review and feedback.
- Influenced business requirements by advocating customers' need to assist in developing use cases with high-low wireframes, mockups, and clickable prototypes.
- Evolved UX design practice through brown-bags sessions, design workshops to create customer-centric designs and influenced UX value across varying levels of the organization.
- Onboarded interns and executed their project plans, evaluated design work, and coached them to be presentable to executives in the organization.

#### LEAD UX DESIGNER

*AT&T, Inc., Dallas, TX | Mar 2015 - Jan 2019*

- Led the UX design for AT&T's Enterprise Business portal. The newly designed portal helped integrate inventory, ticketing, billing, and ordering information in one place, optimized fragmented approach for one stop solution.
- Contributed to AT&T's B2B Design Systems to create a trusted brand that provided credibility in the products and purchasing confidence to the customers.

#### PRINCIPAL PLANNER / UX STRATEGIST

*Orange County Government, Orlando, FL | Jan 2009 - Mar 2015*

- Designed a website for the Planning Department review process reduced cognitive load for the customers to get information on the department's website, calendar system, and land development management system by improving UX.
- Optimized the building permit process through Content Management System (CMS) for Planners, Permit Technicians, and Code Enforcement members.

#### ASSISTANT PLANNER / DESIGNER

*City of Reno, Reno, NV | Jul 2006 - Jun 2007*

- Created a Historic Resource interactive web mapping application with UX and IA design solutions to depict historic buildings within the city to bring awareness to the community.
- Researched, strategized, and launched UX improvements with interactive features like street views, and aerial views.

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### EDUCATION

#### KENT STATE UNIVERSITY Kent, OH

*Master of Science (M.S.) User Experience Design (May 2014)*

#### RUTGERS UNIVERSITY New Brunswick, NJ

*Certification UX Design (Feb 2012)*

#### AUBURN UNIVERSITY Auburn, AL

*Master of Science (M.S.) City Planning (May 2006)*

#### SARDAR PATEL UNIVERSITY Gujarat

*Bachelor of Science (B.S.) Architecture (May 2004)*

### ADDITIONAL SKILLS

Sketch

Invision

Figma

Adobe Suites

### CERTIFICATIONS

Front - End Web Developer - Udacity

Leadership Transformation - Harvard Business Program

Insights for Innovation - IDEO