

# MANASWI SHUKLA

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## SUMMARY

**UX designer and design leader with over 12 years of experience in consumer and enterprise products. Skilled in designing meaningful experiences for products, that serve customer needs. Enjoys setting up design process, design culture and build strong UX teams.**

## EXPERIENCE

**VMware Inc.**, Palo Alto

Manager, User Experience // August 2016 – Present

Managing a cross-functional, global team of designers and researchers, who are responsible for crafting the user experience for Cloud Management Products. Providing design direction to the product-line; coaching, and managing 8+ designers; establishing UX processes; evangelizing design within the organization; growing the team to take bigger design challenges.

**Primary Data Inc.**, Los Altos

Principal UX Designer // October 2014 – August 2016

Defined end-end experiences for the flagship data management product. Defining and Managing product roadmap, UX & UI deliverables. Lead a team of designers and developers to release web and mobile products. Set up design process within the company.

**Bidgely Inc.**, Sunnyvale

Lead UX Designer // March 2014 – October 2014

Defined UX strategy across web, mobile and hardware products. Increased user acquisition and engagement through iterative, user-centered design-development process. Successfully released a consumer and an enterprise facing product. Managed a team of in-house and contract designers.

**VMware Inc.**, Palo Alto

Sr. User Experience Designer // August 2010 – March 2014

Lead designer for the software-defined datacenter management platform (vSphere). Defined the integration models for internal and external plugins. Designed and evaluated products across virtualization layers – including self-provisioning portal for developers, software lifecycle management application for IT architects and cloud monitoring application for administrators. Mentored junior designers in the team.

## SKILLS

### Leadership

Design evangelism  
Goal Setting  
Design process  
Coaching  
Prioritization  
Delivery Cadence  
Empathy building

### UX Design & Strategy

Problem-Solution fit  
Product strategy  
User Journey  
Brainstorming and ideation  
Workflow design  
Interaction design  
Information architecture  
Rapid prototyping

### User Research

Contextual inquiry  
Persona & scenario building  
Participatory design  
User interviews  
Usability testing  
Affinity diagramming  
Task analysis  
Cognitive walkthroughs  
Survey design

### Design Tools

Pencil and Paper  
Adobe Creative Suite  
Sketch  
Axure

## Yahoo! Inc., Bangalore

Sr. Interaction Designer // September 2007 - September 2008

Lead designer for Yahoo! Enthusiast Platform and Yahoo! Campaign Manager. Conducted contextual inquiry, created personas, scenarios, information architecture and workflows for these products. Produced low and hi-fidelity prototypes for these products.

## Trilogy Inc., Bangalore

HCI Associate // August 2006 to September 2007

Part of three-designer team defining the user experience of FordDirect. Managed product requirements with internal stakeholders and client (Ford executive team). Conceptualized, prototyped and evaluated FordDirect features. Conducted controlled usability tests.

## MindTree, Bangalore

User Experience Designer // August 2004 to August 2006

First UX Designer in 500 members business division at MindTree. Managed user experience requirements for multiple products within the division. The projects included Sony, SnapOn and Transera. Evangelized design by creating UX process and participating in sales activities. Owner of design from the inception to the implementation of products, following UCD process.

## EDUCATION

### University of Michigan, Ann Arbor

MSI Human-Computer Interaction // April 2010

### Indian Institute of Technology (IIT), Guwahati, India

Communication Design // May 2004

## PATENTS

User Interface for Managing a Virtualized Computing Environment (U.S. Patent Application)

An Innovative Multidimensional Visualization Tool for Browsing and Trouble- shooting at Scale (U.S. Patent Application)

An Interactive and Visual Planning Tool for Managing Installs and Upgrades (U.S. Patent Application)