Nivedhan Manavalan
Product Thinker | User Champion | Solution Designer

Phone +1 (979) 985-1841
Mail me@nivedhan.com
Portfolio nivedhan.com
LinkedIn linkedin.com/in/nivedhan

Curious & engaging designer with a ♥ for uncovering real customer problems and creating delightful products that solve them

EXPERIENCE

Product Designer
🗓 Dec 2017 - Present

Learning Objects, A Cengage, Inc company

UX design and customer discovery centered around building education software

- Evaluated new product ideas by conducting customer discovery, landing page tests using lean-startup processes, paving the path to a new $100 million business line
- Designed & developed wireframes and high-fidelity prototypes based on customer research, to improve student and Instructor experience for over 30,000 users
- Conducted over 150 user interviews to understand user problems in different market segments and generated designs to address their needs in a $30 million product
- Collaborated with PM and Engineers to build several delightful features including question editor, instructor controls, student dashboards within feasibility constraints
- Innovated several business processes to improve team collaboration, ideation and reduce risks by building collaboration tools, and conducting 'Design Sprints'
- Engaged Engineers in user research, design and implementation process to encourage a strong user focused and design-centric culture

Co-founder & Product Designer
🗓 Feb 2016 - Mar 2017

STEM Space

Co-founded & led product design for early stage education startup and evaluated it using Lean Startup Methodology at Startup Aggieland incubator

- Validated value proposition of product by conducting 100 face to face user interviews, developing product strategy and business model
- Created user flows and designed high fidelity prototypes to aid user research and reduce business, value and usability risk for the product

I.T. Analyst (UX)
🗓 Oct 2010 - May 2015

Tata Consultancy Services

Worked with project managers, business analysts and architects at an investment banking giant to create user-friendly interfaces and websites for enterprise clients

- Designed and developed website dashboard to monitor daily stock reconciliation for multiple exchanges and regulatory reports, improving productivity by 15%
- Conducted user research to understand user needs and problems to map out project scope and details
- Analyzed and compiled user requirements between cross functional business units in Agile development project, reducing deployment time by 10%
- Managed project execution and schedules from soliciting user buy-in to functional deployment for migration of a dashboard, procuring savings of over $200,000

VOLUNTEER PROJECTS

UX/ Product Designer

Code for DC: Rising for Justice
- Designed Interface to aid pro-bono lawyers with complex logic around expungement

Design Thinking- DC: Gutsy
- Created innovative design/architecture to provide support for domestic abuse survivors

Startup Aggieland: WxGen & Trucke
- Designed prototypes for two early stage startups and aided them in raising seed funding

KEY SKILLS

Experience Design (UX)
Wireframing (Sketch, AxureRP), Prototyping (InVision, AxureRP, Marvel, Flinto), Taxonomy & Information Architecture, Data Visualization

Product Development & Ideation
Lean Startup, Design Sprint, Inspired

User Research
Journey Mapping, Card sorting, A/B testing, Lean UX, Persona development

Development
HTML, CSS, Responsive design, Bootstrap

Digital Design
Adobe Photoshop, Illustrator, InDesign

Other Skills
Agile, Kanban, Jira, Google Analytics, MS Office Suite

Education

Texas A&M University 🎓 ***May 2017***

M.S. Management Information Systems

Anna University 🎓 ***May 2010***

B.E. Mechanical Engineering

Activities

Startup Aggieland - Accelerator

Accelerator Participant

IGSA - Indian Graduate Student Association

Vice President of Marketing - Design

Bhumi - Education NGO

Mentor & Teacher

Aggies Invent - Innovation Competition

Participant and runner-up

Hour of Code

Volunteer teacher

Big Brothers Big Sisters of America

Mentor