Manali Gortekar

Product Designer

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A passionate product designer with 10+ years of experience working with leading global companies in Silicon Valley, California, USA. Extensive experience designing for B2B, SaaS, On-premises and Enterprise products.

Education

M.S Human Computer Interaction Design Indiana University (IU), Bloomington | 2012 - 2014

B.E Information Technology University of Pune, India | 2006 - 2010

Experience

San Francisco, CA

Nov 2021 - Apr 2025 **Product Designer at Cisco Systems**

• Design for Enterprise Networking Apps Designed intuitive workflows and interactions for Meraki's web-based enterprise dashboard that enables users to configure and monitor network for Meraki security appliance devices and their traffic. Collaborated cross-functionally to deliver high-quality solutions and contributed to team

Sep 2018 - Sep 2021 🗘 Sunnyvale, CA

UX Designer 3 at Juniper Networks

• Design for Enterprise Networking Apps Provided design support for Customer Success -Digital Experience and Automation team at Juniper Networks. Conducted user research, journey mapping, interaction and visual design, usability testing for customer service renewals

Jul 2014 - Apr 2018 🗘 Bellevue, WA

Associate UX Designer at Edifecs Inc.

• Design for Enterprise Healthcare Apps Provided UX design support for Edifecs in launching new v1 enterprise and consumer product in the market. Drove the design review cycle by presenting designs to different stakeholders and iterating them based on feedback

Aug 2010 - Jun 2012 🗘 Bangalore, India

Software Engineer at Accenture

 Application Testing for Banking Apps Tested application functionality for the projects related to banking domain. Prepared test cases and tracked defects for the same.

Certifications

UX Certificate Neilsen Norman Group, San Francisco | Jun 2019

Web Visual Design Program School of Visual Concepts, Seattle | Mar 2016

Methods

Research and Insights

Affinity Diagramming **Brainstorming** Y-session Contextual Inquiry Interviews Diary Study

Concept and Prototype

Persona and Scenarios Sketching Storyboarding Journey mapping Paper prototype Interactive wireframe

Design Iteration

Criticism **Usability Testing**

Tools

Figma Sketch Miro Board Usertesting.com Adobe Creative Suite

Achievements

- Connected Cisco awards 16 total (3 from VP)
- Certificate of Appreciation at Edifecs
- Winner of Intel Perceptual Computing Challenge
- Opening presentation at Blackbaud UX Day

Activites

Organizer, Ladies that UX

Organized monthly UX Design events for the meet up group of 1000+ members in Seattle area for 1.5 years

Volunteer, The Art of Living Foundation

Designed posters and flyers for the upcoming 'Yoga and Meditation' programs in the Seattle Area for over 4 years

Dancer, KalaAwishkar Dance School

Training to be a Bharatnatyam (an Indian classical dance form) dancer from last 5 years

