

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



Certifications

UX Certificate
Nielsen 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