

*I am focused on creating digital products that provide value to its users, are useful, optimize productivity, efficiency, or simply delight and engage. I have worked in multiple industries such as automotive, financial, accounting and technology.*

*For 12+ years, I have helped companies align business goals with their solutions, applying methodologies such as user research, information architecture, user experience design and testing. I am currently working at Thomson Reuters on Tax and Accounting Cloud applications.*

#### **Sr. UX Designer | Thomson Reuters | Portland OR | 2015 - Present**

Applying UX processes such as requirement gathering, heuristic evaluation, stakeholder interviews and experience mapping for initial user research.

Practicing iterative design within an Agile environment. Facilitating and moderating usability tests and analyzing results.

Working closely with Product Managers to write user stories and in-depth acceptance criteria.

Working within an Agile environment using Scrum methodology; supporting development teams via workflows, hi-fidelity designs and comprehensive UX reviews.

Supporting QA regression testing through detailed taskflows.

Delivered Tax Engine and Tax Exemption Management cloud applications design for Thomson Reuters Indirect Tax.

#### **Sr. Information Architect | Havas Group | Portland OR | 2014 - 2015**

Created workflows, developed personas and use cases for cross-channel applications and mobile apps for clients such as Visa, New York Life, HSN and Weight Watchers.

Analyzed usage analytics such as conversion, lead gen, website traffic and bounce rate.

Achievements:

Delivered UX design for e-commerce checkout process for Keith Urban Guitar store and increased conversion by 40%.

Redesigned login and registration flow for Visa portal that saw 28% lift in sign-ups.

#### **UX Design Manager | Reynolds and Reynolds Co. | Dayton OH | 2010 - 2014**

Managed a multi-disciplinary team of UX and visual designers, front-end developers and content strategists.

Provided design direction for Reynolds' award-winning CRM cloud application.

Customers saw up to 68% increase in repeat and referral business.

Led design of a mobile CRM application that allowed automotive dealers access to customer information beyond the sales floor and into the car lot.

Successfully launched nakedlime.com, digital marketing services portal seeing an increase in targeted traffic by 40% and in online sales leads by 80%.

Redesigned key product sites that increased leads and engagement by 25% and reduced bounce rate from 60% to 19%.

#### **User Experience Lead | Reynolds and Reynolds Co. | Dayton OH | 2007 - 2010**

Spearheaded a cultural shift at Reynolds that advocated user-centric design and close collaboration between designers and developers.

2009 and 2010 company award recipient for outstanding performance.

#### **Senior Designer | Reynolds and Reynolds Co. | Dayton OH | 2004 - 2007**

Created UX pattern libraries, set design standards, analyzed website metrics, and enabled SEO for marketing websites.

Increased online sales leads by 40% via web campaigns within 3 months of site launch.

## **Manisha Bhalekar**

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## **Education**

### **MFA in Interaction Design**

The Ohio State University,  
Columbus, OH 2004  
3.80 GPA

### **M.Des in Visual Communication Design**

Indian Institute  
of Technology -  
Bombay, India 1999  
3.5 GPA

### **BFA in Graphic Design**

University of Mumbai,  
India 1997  
With distinction

## **Continuing Ed.**

### **Certificate in Brand Management**

University of California  
Los Angeles extension 2013

### **Web Marketing Certificate**

Sinclair Workforce  
Development 2012

## Volunteering

### Board of Directors | K12 Gallery Dayton OH 2011 - 2014

K12 is a Dayton OH based non-profit for artists, aspiring artists and art patrons to connect through art experiences, education and public outreach.  
Provided marketing and design expertise along with general board member duties.

## Awards and Scholarship

2018 - CPA Practice Advisor Choice Award for Certificate Manager.  
2015-2017 Multiple Stevie awards for Indirect Tax suite of applications.  
2014 – Award for excellence in design for Media Wizard mobile application.  
2012 – Award for delivery of General Motors digital marketing program.  
2011 – Company award for outstanding design for CRM application.  
2010 – Outstanding performance - Digital Marketing and UX Design.  
2008 and 2007 – Hermes award (Silver Addy) for Reynolds ad campaign.  
2000 - 2003 – University grant for graduate study at Ohio State University.  
2000 – American Alumni award for graduate study at Ohio State University.  
1997 - 1999 – Merit scholarship for graduate study in India.

## Tools

### Wireframe and Prototype

Axure, Sketch, InVision, Omnigraffle, Adobe Creative Suite

### Usage Analytics

Google Analytics, Adobe

### Project Management

JIRA, Confluence

## Interests

Evangelizing UX as a business competency  
Applying Design Thinking and Lean UX strategies  
Creating and mentoring effective UX Design teams  
Product Management  
Usage Analytics

## Skills

### User Research Methods

Ethnographic  
Participatory

### Information Architecture

Card sorting  
Process diagrams  
Flowcharts

### Design / Usability

Wireframes  
Prototypes  
Visual comps  
Testing

### Front-end code

HTML / CSS  
JavaScript

### Software Development

Agile, using Scrum process framework

### Digital Marketing

Ecommerce  
Measuring and reporting  
Programs and campaigns  
Cross-selling and  
up-selling strategies

### Leadership

Visionary  
Creative  
Strategic  
Assertive

