

# Manish Arya

Lead Product Designer | UX Strategist | Design Systems Specialist  
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## Professional Summary

Strategic and impact-driven Lead Product Designer with 10+ years of experience crafting user-centric digital products across fintech, automotive, enterprise, and consumer tech. Expert in leading design strategy, mentoring teams, and aligning UX outcomes with business objectives. Proven track record in boosting product adoption, user satisfaction, and team collaboration. Passionate about building scalable design systems, driving design vision, and fostering a strong design culture. Proficient in leveraging AI-powered tools like Miro, Mural, Maze, Dovetail, and Useberry to accelerate UX research, uncover user insights, and inform data-driven design decisions.

## Core Skills & Tools

- **Design Leadership:** Client Relations, UX Strategy, Mentorship, Creative Thinking, Team Building
- **Research & UX:** User Research, Usability Testing, Persona Development, UX Audits
- **Design Tools:** Figma, Adobe XD, Axure RP, Chat GPT, Notion Ai, Adobe firefly, Miro, Mural
- **Collaboration:** Agile Methodology, Stakeholder Management, Design Thinking, Artificial intelligence
- **Other Skills:** Prototyping, Interaction Design, Information Architecture, A/B Testing, Design System

## Professional Experience

### Lead Product Designer (Sr. UX/UI Consultant)

**NTT DATA** - Aug 2021 – May 2025

**Clients:** Mercedes-Benz

**Tools used:** Figma, Miro, Mural, Confluence

I Worked as a Lead Product Designer on Mercedes-Benz’s “WIPPS-Next”, an internal platform supporting their production teams. I lead design strategy, UX reviews, and cross-functional collaboration. I also worked onsite at their Germany HQ for 3 months, aligning design goals with global stakeholders.

**Clients:** Cargill

**Tools used:** Figma, Jira

I worked as a Product Designer for the Cargill client, where I oversee production specifications, lead user testing, and facilitate design reviews with key stakeholders. I collaborate closely with product owners, managers, and developers to ensure seamless execution. My work primarily supports Cargill’s manufacturing operations, and I’ve contributed to key projects including e-DCI, Strive, Claim vs Gains, Smart KPI and e-IDEX.

**Sr. UX/UI Consultant**

**Xebia** - Feb 2021 – Jun 2021

**Client:** maf carrefour

**Tools used:** Figma

I worked closely with the design team to maintain and enhance the MAF Carrefour eCommerce platform for both mobile and web, serving users in the UAE. My responsibilities included contributing to UX strategy, crafting intuitive design solutions, ideating new features, and designing micro-interactions to ensure a seamless user experience across platforms. I collaborated regularly with cross-functional teams, including developers and product managers, to align design goals with business objectives. I also participated in user research sessions, analyzed customer feedback, and applied insights to refine user flows and improve engagement. My work involved creating and maintaining design systems to ensure consistency, accessibility, and scalability of the platform’s UI components.

**Sr. UX/UI Designer**

**Tantor** - Jan 2019 – Feb 2021

**Client:** Quiktea

**Tools used:** Adobe XD, Zeplin.

I worked on Quiktea, a Sri Lanka-based website, where I designed and developed a fully responsive site from scratch. My role involved creating user-friendly layouts, ensuring mobile compatibility, and aligning the design with the brand’s visual identity to deliver a seamless and engaging user experience across all devices.

Key Contributions:

- Designed intuitive, mobile-friendly UI from wireframe to deployment
- Developed a fully responsive front-end with clean, accessible code
- Ensured visual consistency aligned with the Quiktea brand identity
- Collaborated with stakeholders to refine user flows and improve engagement

**Project:** CareerMap

**Tools used:** Adobe XD, Zeplin.

I designed the Careermap mobile app from scratch, aimed at helping students, freshers, and professionals in India navigate and build their careers. The app provides personalized guidance and tools for career development, and I was responsible for the entire design process from concept to final UI.

Key Contributions:

- Defined the core user goals and mapped detailed user journeys to ensure intuitive and efficient career exploration.
- Created the app’s Information Architecture and Sitemap to structure content flow and ensure ease of navigation.
- Designed low to high-fidelity wireframes and final UI screens, following a consistent design language throughout the app.
- Conducted usability testing to validate the user experience and iteratively improved workflows based on feedback.

**Client:** VMware, Thomson Reuters

**Tools used:** Adobe XD, Adobe Photoshop, Adobe Illustrator, Zeplin.

I worked on websites for VMware and Thomson Reuters, ensuring consistent design across all platforms. My role involved maintaining visual coherence, aligning UI elements with brand guidelines, and collaborating with cross-functional teams to deliver a seamless user experience that upheld design standards and enhanced usability throughout the platforms."

Key Contributions:

- Created reusable UI components and design templates to streamline development and reduce inconsistencies.
- Conducted regular UX audits to identify and address usability gaps across desktop and mobile platforms.

**Product Designer**

**Dolphine Foundry** - Aug 2016 – Jan 2019

**Project:** Cushy

**Tools used:** Sketch, Adobe Photoshop, Illustrator, Balsamiq, and Zeplin.

I led the Cushy project from the ground up, establishing the internal style guide and introducing new design patterns. I managed production specs, facilitated stakeholder reviews, and collaborated closely with product managers, developers, and marketing. My responsibilities included heuristic evaluations, wireframes, sitemaps, user flows, concept sketches, and visual design."

Key Contributions:

- Spearheaded the development of the internal style guide to ensure consistency across all design elements.
- Introduced innovative design patterns that enhanced user experience and engagement across platforms.
- Managed the creation of detailed production specifications, ensuring seamless collaboration between cross-functional teams.
- Conducted extensive heuristic evaluations to identify and resolve usability issues, resulting in improved app performance.
- Led the Cushy commercial video shoot as the main lead role, providing creative direction and enhancing brand storytelling through visual media.

**UX/UI Designer**

**Parangat Technologies** - Jul 2015 – Aug 2016

**Client:** E-kabadi

Worked on the E-Kabadi app, focused on designing a scalable design system and intuitive UI for both Android and iOS platforms. Utilized Adobe Photoshop and Illustrator to craft clean, user-friendly interfaces. Collaborated closely with the development team to ensure smooth implementation and design consistency across screens.

## Education & Certifications

- **GNIIIT (Software Engineering)** – NIIT (2012 – 2017)
- **B.A. Program** – Delhi University (2012 – 2015)
- **UX Design & Research** – Bridge UX (2017)
- **Axure Certification** – Axure (2017)
- **Designing for AR/VR** – Interaction Design Foundation (2019 – 2020)

## Achievements

- Designed 4+ scalable design systems across enterprise and SaaS products
- Led design efforts for high-impact clients like Mercedes-Benz and Cargill
- Consistently improved design team productivity, usability, and product performance
- Opportunity to star as the lead in a commercial advertisement video shoot for Cushy.

## Languages

- English (Fluent)
- Hindi (Native)