

Manish Sharma

Design Leader with a founder's mindset

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SUMMARY

Hard-core problem solver with over **15 years** of professional design and product development experience, specializing in driving **human-centered design and innovation** strategies. Proven expertise in leading cross-functional teams to deliver award-winning **enterprise SaaS** and **consumer** products. Seeking opportunities to integrate AI-driven UX research, behavioral analytics, and operational excellence to drive meaningful growth.

EXPERIENCE

Sr. Director, Design & Research | Blue Yonder | Jul 2022 - Present

Orchestrating: Recruited, onboarded, and coached a team of 60+ UX designers, researchers, strategists and managers

- Implemented growth frameworks and strategies
- Improved UX process efficiency and output quality by 30%

Visioning: Led concept visioning workshops to simplify complex workflows for Planning, Warehousing, and Workforce solutions;

- Generated 10+ concept ideas for Planning and Execution domains
- Identified priority use cases to define AI agents integration strategy
- Optimized task completion time, reducing manual steps by 40%

Executing: Championed user research initiatives, integrating qualitative and quantitative insights into design decisions;

- Implemented behavioral analytics and A/B testing using Pendo
- Analyzed 100+ priority journeys for 20+ Supply-chain Personas
- Improved engagement and user adoption for cloud solution
- Aligned UX deliveries to meet Fortune 500 client's requests

Director, User Experience | GEP | Mar 2020 - Jul 2022

Innovating: Led a cross-functional team defined Supply-chain, e-Procurement, Data-integration, and Developer platforms;

- Delivered 15+ innovative products with AI/ML features (3 patents)
- Led concept to delivery through Agile UX process

Pioneering: Created 'GEP-SPEK' Design System to unify design language across 20+ web, and 10+ mobile applications

- Delivered high-fidelity UI prototypes for 100+ components
- Defined new Iconography, and compiled 500+ icons library
- Increased design-to-development speed by 30%
- Reduced 100% of customer issues for WCAG compliance

Strategizing: Through direct customer interactions monitored and improved product usability and adoption rate every quarter

- Improved SUS score from low 40s to high 70s in 2-years
- Built cross-platform consistency through rigorous release testing
- Defined quarterly UX roadmaps in alignment with Enterprise architecture, Data-science and Go-to-Market (GTM) teams
- Presented design impact reports to C-suite executives. Secured buy-in for key UX initiatives with \$4 M additional budget

PATENTS

[Workflow Mapping Tool](#)

US11941374-B2, 2024

Graphical interface to execute Business workflows maps

[AI-Driven Rules Engine UX](#)

US-11797272B2, 2023

ML-powered UX for enterprise decision-making

[Pick-Pack-Ship UX](#)

US20230137639A1, 2023

Innovative graphical interface for warehouse automation

[Multi-select UX Framework](#)

US10915778B2, 2021

Enhanced multi-selection of segmented information on a mobile application

AWARDS

Best Innovation Awards

BY Crystal Ball '23, 2023

iF Design Award

Mission Critical Push-to-Talk (MC-PTT), 2021

Health Innovators Fellow

Jewish Healthcare Foundation, Pittsburgh, Jan 2014

Core 77 App to the Future

Design Challenge - Finalist 2012

Design for Six Sigma (DFSS)

Green Belt, LG, 2007

Sr. UX Architect | Samsung | Aug 2014 - Mar 2020

Leading: Built and led the Advance UX project team;

- Managed 5 UX designers and 3 UX testers
- Achieved #1 Rating in UX Scorecard across all major mobile carriers

Optimizing: Created simple solutions to meet complex new technology initiatives for launch with loose regulatory requirements;

- Delivered Mission Critical Push-to-Talk (MC-PTT) first version based on AT&T's requirements and FirstNew branding for iOS and Android
- Defined RTT UI specification and architecture iteratively, managed stakeholders for one unified Settings for a simplified solution
- Negotiated with stakeholders for one unified UX across all carriers and for multiple platforms to meet accessibility goals
- Conducted user research and usability testing for Setup Wizard applications, improvements led to with 30% faster onboarding

Designing: Led mobile UX design for Voice and Wi-Fi Calling, Video Calling, Enhanced Conferencing, and Advanced Messaging services;

- Created, managed, and updated Call and Messaging app UX design guidelines in the PLM in alignment with Samsung One UI
- Hands-on execution of wireframes, UI mockups, and interactive prototypes to get Mobile-carrier's buy-in
- Delivered common UX for 10+ native applications: Phone, Camera Messaging, Voicemail, Settings, Emergency Alerts and more
- Obtained on-time and 100% approval from Verizon, AT&T, T-Mobile, Sprint, and other regional operators for quarterly device launches

Asst. Director / Sr. Chief Designer | Samsung | Sep 2008 - Aug 2013

Empathizing: Led UX research and socio-cultural trend studies:

- Identify product opportunities from emerging markets (South East Asia, Middle-east and Africa, and S. America)
- Insights led to the creation of 15+ mobile apps, and 23 regional keypads designed uniquely for emerging markets in Asia and Africa
- Developed a design evaluation tool to measure user preference, user engagement, usability, and emotional resonance

Executing: Analyzed competition landscape for mobile-UX categories - Smart, Feature, and Basic phone;

- Identified the top 20 mobile Audio UI (genres) to develop 15 ringtones, including signature tone managing partner agencies
- Identified graphic design themes to develop Packaging strategy for Corby and Galaxy line-up. Developed 20 region wallpaper designs.

Promoting: Defined format, scope and managed timelines for National Student's competition to develop innovative mobile apps;

- Collected 100+ app ideas, set up a regional design network

EDUCATION

Masters of Science

Design and HCI, Carnegie Mellon University, May 2014

Masters of Business Administration (MBA)

Indian Institute of Management Lucknow, Jun 2011

Bachelors of Science

Mechanical Engineering, South Gujarat University, Jun 2002

SKILLS

Visioning

Product & UX Roadmap
Goal Setting and OKR definition
User-centric Product Strategy
Growth and Conversion

Influencing

Design Evangelizing
Business Case Pitches
Voice and Multimodal UI
Product Portfolio Strategy
Design Thinking

Leading

Hiring & Coaching Team
Organization Design
Performance Review
Succession Planning
Career Growth Frameworks
Rewards & Recognition Planning
Product Telemetry

Executing

Design Operations
Design System Governance
Cross-platform Consistency
Web and Mobile Applications
Design Quality Standards
UX Process Development
Product Launch Strategy
Innovation (Patents & Awards)

Designing

AI-driven UX
Design Tokens
Icons, Micro-animation Library
Customer Journey Mapping
Workshop Facilitation
User-stories
Jobs-to-be-done
Information Architecture
Rapid Prototyping
A/B testing
Accessibility Standards

Tools

Figma, AxureRP, Adobe CC,
Sketch, Dovetail, Qualtrics,
Miro, Pendo, Gainsight,
Chat-GPT, Perplexity, ComfyUI,
SolidWorks, AutoCAD, ProE,
Jira, Confluence, MS Office