**AKHIL MENON**

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A data-driven Product Designer inspired by community and technology.

With 5+ years of industry experience in multiple domains, I have collaborated with teams all over the world to design intuitive user centric solutions for digital products.

**SUMMARY**

* Previously, I have worked with multiple Fortune 500 companies in the B2B and B2C space, and collaborated with cross-functional teams to strategize, design and ship 20+ digital products with measurable impact.
* In the recent years, I have played multiple roles, primarily in Healthcare, Finance and Pharmaceutical industry. High end expertise in UX Research, Usability testing, Information Architecture and Behavioral studies.
* A strong research acumen, combined with extensive technology expertise provides a unique advantage

to customers in engaging me for solutions in strategy as well as execution.

* I have a collaborative style of management to manage expectations of stakeholders

resulting in fostering high credibility, trust and robust professional business relationships.

* Along with a keen interest in self-learning new technologies, a fully hands-on approach and keeping abreast

of the latest industry trends has helped me to provide immense value to my customers.

# SKILLS

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| --- | --- |
| **Designing** | **Development** |
| Wireframing | HTML |
| Prototyping | CSS |
| Usability Testing | AngularJS |
| Contextual Inquiries | Responsive Web Pages |
| A/B Testing | CMS -Sitefinity, Wordpress |
| Storyboarding |  |
| Affinity Mapping |  |
| Customer Journey Maps |  |
| Personas |  |
| Card Sort |  |

# TOOLS

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Design** | **Research** | | Adobe XD | Campaign Monitor, Qualtrics | | Figma | UserTesting | | Sketch | Userzoom | | Invision | Miro | | AxureRP | AirTable | |  |  |  |

# EDUCATION

* MS Information Technology Management *Campbellsville University, Campbellsville, KY (2021 – 2022)*
* MS Information Science and Technology *Temple University, Philadelphia, PA (2016 – 2018)*
* BS Information Technology *Mumbai University, Mumbai, India (2011- 2015)*

# Experience

**Senior Product Designer March, 2 2020 - Present**

Client: Government Publishing Office

Responsibilities**:**

* Designed an end to end Identity Management and access control solution for the GPO network. Moderated the ideation and design thinking to solution the system.
* Conducted contextual inquiry interviews to discover problem statements, root cause, user pain points, goals and stakeholder needs.
* Assisted in designing the service design of identity management service within GPO network
* Responsible for managing the design system and content strategy for customer facing GPO.GOV as well as the Intranet
* Redesigned existing web applications in the transition from legacy to Azure cloud
* Led the design aspect of several digital solutions for external agencies and vendors of GPO
* Created wifreframes, prototypes and mockups using Adobe XD, Figma to validate and test solutions
* Redesigned the company website using design system; reduced the bounce rate by 40%
* Carried out User research – Quantitative and Qualitative using UserZoom. Conducted user research through methodologies such as Clickstream testing (Quantitative/Unmoderated Testing), Ethnographic studies (Qualitative/Moderated Testing), Focus Groups (Qualitative/Moderated Testing), Interviews (Quantitative and Qualitative/Moderated), Surverys and UX Benchmark studies.
* Testing – Card Sorting and Tree Testing. Conducted both moderated and unmoderating testing
* The metrics used to summarize the findings from Testing were Effectiveness, Efficiency and Satisfaction. Sub-metrics were Completion Rate, Number of Errors, Task Time and Task Level satisfaction

**Senior Product Designer Jan, 24 2022 – May,10 2022**

Client: Blue Cross Blue Shields Michigan

Responsibilities**:**

* Used a variety of discovery techniques to understand the needs of our digital users and internal stakeholders
* Primary objective – Redesign, rebrand the BCBSM public facing website using the new design systems
* Collaborated with several departments to redesign their landing page and microsites to increase visibility and customer experience
* Worked with data analytics team to structure UI contents based on marketing goals
* Used usertesting.com to conduct open, closed and mixed card sorting and tree testing to improve the user experience of BCBSM public navigation
* Worked collaboratively with colleagues in Creative and Development in a fast-paced Agile environment
* Conducted usability testing using UserTesting.com to discover user needs and pain points
* Created wireframes, storyboards, sitemaps, screen flows and prototypes
* Analysed user feedback and activity, and iterating to enhance the user experience
* Assisted in user research for journey mapping.
* Conducted internal one on one interviews and moderated usability testing
* Collaborated with senior UX designers in User persona/user thinking activity, summarized user findings, card sorting and presented recommendations

**UX Architect October, 30 2019 – Feb, 28 2020**

Client: Merck

Responsibilities**:**

* Collaborated with product owners, marketing, legal and business team to strategize marketing campaigns and tactics for Merck branded products
* Worked with Business analysts and Product owners to design interactive wireframes and customer experience plans
* Conducted usability and user acceptance testing
* Worked in Scrum Agile framework. Worked in fast paced Agile Environment. Attended daily stand up meetings and involved in the sprint planning. Tool used in scrum – Jira
* Developed customer journey mapping, customer personas and customer experience plan
* Accumulated data for analytics included marketing specific data and customer centric behavioral data using usability testing approaches and data analytics tools – Hero, Hotjar, Userzoom
* Used Sketch, Invison and Figma to create wireframes, prototypes to design microsites
* Designed email layouts and interaction designs for emails, banners, coupons for mobile, desktop and tablet screens
* Conducted designing thinking sessions and co-create sessions to create content cards
* Worked with content automation team and strategy development lead to design experience for users in terms of marketing Merck products
* Collaborated with team of UX designers from different teams to build global style guides and standards. Collaborated Chief of Excellence team to conduct regular design thinking sessions

**UX Designer April, 04 2019 – October, 04 2019**

Client: Lincoln Financial Group

Responsibilities**:**

* Worked in collaboration with a team of UX designers to create and implement global components
* Use of UX best practices and accessibilities principles in designs
* Worked with Business analysts and Product owners to formulate research plans for Lincoln Life and Annuities domain
* Conducted usability and user acceptance testing
* Worked in Scrum Agile framework. Worked in fast paced Agile Environment. Attended daily stand up meetings and involved in the sprint planning. Tool used in scrum - VersionOne
* Primarily used Figma for wireframes. Additionally, used Adobe XD, Illustrator,
* Emphasis on Web content accessibility, ADA and Human centric design
* Designing user experiences across multiple devices and platforms

**UX Designer Sept, 04 2018 – April, 03 2019**

Client: Toyota

Responsibilities**:**

* Created wireframes and prototypes of dashboard screen for communication between dealers and Toyota Business team. Focus on Human centric design
* Mapped high level business process flows
* Validated UX for every feature and conducted usability testing. Angular JS used for development
* Created wireframes using Invision, Sketch and Adobe XD
* Working with Business Analysts and Business Users to create roadmaps and information and activity flows.
* Creating wireframes and prototypes for iterative development.
* Worked in Scrum Agile framework. Worked in fast paced Agile Environment. Attended daily stand up meetings and involved in the sprint planning.
* Collected requirements through methods such Prototype Designs, Participatory design, Remote Moderated Usability Testing and Rapid Prototyping
* Motion and interaction designing for across multiple devices – Mobile, Web and tablets
* Created journey map of users, illustrating the user flows, pain points and the process improvements areas for Toyota Dealerships. This was a flow that aimed to track the continuous engagement and loyalty of car dealership and customers

# UX Designer Intern,

# Client: Trigyn Technologies

# July, 01 2017 – Aug, 27 2017

# Responsibilities:

* The overall business requirement was to create a mobile app for users with dual SIM phones to be able to monitor the data usage while on roaming and cellular data connections
* Created user personas, User/information flow charts, Prototyping, Iterative development, Wireframing, User interviews & Data analysis for Requirement gathering and Usability testing.
* Used UX designing tool – MOCKPLUS, BALSAMIQ, Figma, Flinto
* Constructed information architecture using Card Sorting using tool OptimalSort and UXSort
* Identified the user’s pain points and developed user personas
* Used wordpress themes and customized existing HTML and CSS code in master file
* Conducted user research through User Interviews and Surveys.
* Measured success of testing by summarizing findings from Testing. The metrics 3 were Usablity, Engagement and Conversion. The sub-metrics were Time on Task, Task success, Confusion Moment, Flow State, Total Time Reading, Trust Rating and Likelihood to take action.