

# Shanthi Acharya

Product Design Manager

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Hands on design manager with proven know-how to combine creativity, end user focus and business goals resulting in world-class design solutions. 15+ years of success delivering compelling user experience across web and mobile solutions for enterprise and consumer brands.

## Work Experience

### **Workday Analytics | Product Design Manager | Jan 2019 – Present**

- Designing experiences for Data Management products at Workday Analytics. Partner in all phases of the product development lifecycle with product management, UX research and engineering stakeholders. Hands-on design work and mentoring other designers in the end-to-end UX process.

### **Ellie Mae | Lead Interaction Designer | June 2016 – Dec 2018**

- Lead design efforts for Next Generation of Mortgage Enterprise Application with cross functional teams creating engaging and efficient experiences. Delivered UX architecture and patterns that transformed complex flows into simpler and efficient experiences for customers.

### **GE Digital | Staff Interaction Designer | May 2012 – June 2016**

- Lead design & research efforts with multi disciplinary and international teams to deliver compelling user experiences for Industrial Internet Applications for projects across several GE businesses such as Asset Management, Field Service Application, Predictive Insights and Industrial eCommerce. Won 5 Above & Beyond awards for Expertise, Team Collaboration and Imagination in different projects.

### **Western Digital | Senior UX Designer | Jun 2010 – May 2012**

- Lead designer for Western Digital Branded Products Group to deliver innovative design solutions for WD networked devices including Web, Mobile and TV experiences. Delivered Information architecture, task flows, wireframes and interactive prototype for rich media web UI for WD home storage devices.

### **UX Consultant | Nov 2009 – May 2010**

- Created production quality interactive prototype for touch screen based tablet device targeted at education market using Adobe Flex. Worked with user researchers in planning and conducting usability studies with the prototype and provided design feedback to the team.

### **IBM | UX Designer Intern | Mar 2008 – Oct 2009**

- IBM Mashup Center: Worked on Design & Usability testing of IBM Mashup Center Catalog to provide better integration experience across different components of Mashup center.

### **Intel | Senior Software Engineer | Oct 1999 – Mar 2008**

- Benchmark software development and Application Performance Study on Intel processor performance with focus on user experience assessment and performance data analysis.

## **Education**

### **M.S. Human Factors**

San Jose State University

### **M.S. Computer Science**

California State University, Hayward