

## CONTACT

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## KEY ACHIEVEMENTS

- 70+ UX Executions
- 100+ Patents (USPTO)
- 18+ Years of Experience
- 6 Publications | 5 Awards

## EDUCATION

2004 - 2006

INDIAN INSTITUTE OF TECHNOLOGY

- Masters in Design
- UX and Interaction Design
- Design @IITKanpur

## SKILLS

### LEADERSHIP & VISION:

[DesignOps](#) [CX](#) [Product Roadmap](#)  
[Insight](#) [Scalability](#) [Data-Driven Design](#)  
[Strategy](#)

### USER EXPERIENCE:

[Information Architecture](#)  
[Responsive Design](#) [User Flow](#)  
[Prototyping](#) [Wireframing](#) [Empath](#)  
[Affinity Diagram](#) [User Interface \(UI\)](#)  
[Journey Mapping](#) [Design System](#)

### UX RESEARCH

[Qualitative](#) [Quantitative Research](#)  
[UsabilityTesting](#) [User Interviews](#)  
[Surveys](#) [Contextual Inquiry](#)  
[Field Studies](#) [Focus Groups](#)  
[Card Sorting](#) [Ethnography](#)  
[Competitive Analysis](#) [Heuristic](#)  
[Evaluation](#) [Journey Mapping](#)  
[Data Analysis](#) [A/B Testing](#)  
[User Insights](#) [Behavioral Analysis](#)

## TOOLS

[User Research](#): Fig Jam, Dovetail, Pando  
[Prototyping](#): Figma, XD, Sketch  
[AI](#): Whimsical, Uizard, Galileo AI  
[User Testing](#): GuidedCores, Maze.co  
[Surveys](#): Typeform, Google Forms, Hotjar  
[Design Handover](#): Zeplin  
[Task Management](#): ClickUp, Trello, Asana, Reich  
[Data Analytics](#): Mixpanel, Amplitude  
[Design Systems](#): Token Studio, Storybook

# MAYANK TIWARI

UX DESIGN LEADER | CROSS-INDUSTRY INNOVATION  
| DIGITAL TRANSFORMATION | GEN AI



## SUMMARY

- [NNG Certified](#), award-winning UX leader with extensive experience driving digital transformation
- Skilled in implementing strategic UX initiatives that align business goals with user needs
- Expertise in managing large UX teams, Design Ops and leveraging emerging technologies like AI to enhance UX
- Impressive patent record, reflecting a strong commitment to innovation
- Drive user-centered innovation through user research, with a focus on empathy, inclusivity,

## WORK EXPERIENCE

### Design Consulting

October 2024 – Present

- Utilized a purposeful career break to gain clarity on my goals and strengthen my expertise. Through consulting and freelance work, I enhanced my skills and built a foundation for the next chapter in my career.

### UX Design Director Blue Yonder

November 2015 – October 2024

- Led UX design across Planning, E-commerce, and Execution solutions, covering 60% of the product portfolio
- Developed next-gen execution solutions with digital twin technology, cutting client operational inefficiencies by 30%.
- Enhanced user journeys with AI-driven personalization, improving engagement and conversions by 25%.
- Reduced design timelines by 35% with agile processes and continuous feedback, accelerating product delivery.
- Directed a 25+ member cross-regional UX team, improving product delivery efficiency by 40%.
- Implemented the Luminate design system, decreasing inconsistencies and reducing development time by 40%.
- Filed 100+ patents in Generative AI, Predictive AI, and UX, setting benchmarks in AI-driven UX design.
- Conducted cross-functional workshops, launching 3 major product updates in one quarter.

### UX Manager

Dr. Reddy's Lab

May 2013 – November 2015

- Developed and executed a UX strategy for IT and BPE solutions, increasing user satisfaction by 25% and reducing task time by 30%.
- Led user research and created a unified design system, improving consistency across 10+ platforms and cutting design iteration time by 20%.
- Optimized solutions for Supply Chain, Sales, and Document Management, boosting operational efficiency by 15% and reducing errors by 10%.

### SR. UX Designer

SAS Institute

January 2011 – May 2013

- Led design for SAS analytical solutions including Time Series Studio.
- Aligned design with user needs to improve insights and facilitate data-driven decision-making.

### UX Consultant

Wipro

September 2008 - January 2011

- Delivered UX solutions across Finance, Banking, Insurance, Telecom, and BPO sectors.
- Focused on user-centered designs to enhance usability and optimize workflows.

### UI Designer

Infosys - Finacle

August 2006 - September 2008

- Collaborated with teams to translate insights into impactful, business-aligned design updates.
- Performed high-fidelity prototyping and usability testing for e-banking and CRM solutions.

## CERTIFICATIONS

StrengthsFinder 2.0 | Situational Leadership (SLII) | Design Thinking Practitioners

## PASSION

Writing | Books | Blogs | Volunteering