

# KUMAR MAYANK

## SENIOR LEADER | UX & PRODUCT DESIGN

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### Summary

Leader in user experience and product design with proven track record formulating design strategies, building productive creative teams and producing usable, scalable, cross-platform designs. Expert at leveraging data to design complex applications, leading to patents and features in Apple AppStore. Passionate about building global design communities delivering impactful and meaningful experiences.

### Experience

#### Head of Design, Qubole Inc

Mar 16 - Present

- Increased user activity by **18%** by leading a **12-person** growth team to improve product experience. Introduced product strategies, such as leading company-wide efforts to reduce user frustrations through command and system progress visibility.
- Established & manage a **4-person** design team. Leveraged design team strengths and grew skill sets by introducing mentor programs to include regular feedback, team critique sessions, coaching in best practices, and learning programs on enterprise concepts.
- Optimized customer signup process and devised long term roadmap strategies to Microsoft Azure partnership, increasing new business by **\$900k** and conversion rate by **14%**, leading to accelerated “top of the funnel” opportunities.
- Improved customer experience by creating long term user research and analytics data collection programs to collect qualitative data on user behavior and system use.
- Delivered quality output at maximum efficiency by elevating global collaboration strategies, managing team/individual performance metrics, and developing a brand new “Delightful” Enterprise UX design language.

#### Senior UI Designer, Oracle America Inc

Aug 12 - Mar 16

Broke barriers by leading **3-person** interaction and visual design team to create design systems, inculcating “outside the box” thinking and adopting industry trends. Generated **4x faster** provisioning as lead designer for entire suite of Oracle Cloud Platform services.

#### UX Designer, Wolfram Research Inc

Jul 10 - Aug 12

Designed strategic data driven products including Mathematica Online and Wolfram Alpha Mobile Apps, leading to patents.

#### UX Designer, Emerging Scholars Network

Sep 09 - Oct 10

Analyzed user activity and incorporated new social features to encourage contribution and promote a healthy community.

### Education

#### MS, Human Computer Interaction and

#### Social Computing

Aug 08 - May 10

University of Michigan

#### BS, Interaction Design

Aug 04 - May 08

Indian Institute of Technology Guwahati

### Core Competencies

Design Strategy & Management

Product Development & Roadmaps

Best Practices & Strategic Direction

Global Collaboration & Leadership

Mentoring & Communication

Usability techniques & Task analysis

User & Market Research

Information Architecture & Navigation Model

Prototyping & Heuristic Evaluation

#### Tools

Sketch, Axure, Invision, Zeplin, Adobe

Creative Suit, Python, HTML, CSS

### Other

#### Patent

Stephen Wolfram, Kumar Mayank, Taliesin Beynon, “Predictive user interface method and apparatus”

#### Judge

San Mateo County STEM fair (2014-Present)

#### Volunteer

Networking team for PAN-IIT conferences attended by over 2000 people