

# Mani Keerthan Ch

Experienced product designer with 4+ years sharing expertise in UX & Interaction design across Fintech, e-commerce, and healthcare. Designed 2 consumer apps with 1.5M+ users, focusing on non-tech-savvy demographics in 100+ suburbs.

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[Portfolio](#)

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Indianapolis, IN. (Open to relocate immediately)

## EXPERIENCE

### Eli Lilly, Indianapolis, USA — *Product Designer*

SEP 2023 - PRESENT

- Conducted generative research with 3 families to validate user needs and behaviors for a virtual reality educational simulator prototype, with a particular emphasis on addressing Perinatal Mood & Anxiety Disorders.
- Collaborated with the director, 2 researchers and 2 designers to redefine user personas, leading to road map planning, vision setting and strategy in design.
- Redesigned prototype as a simulator to educate families and assist mothers in managing Perinatal Mood & Anxiety Disorders, resulting in a 35% improvement in efficacy through user testing.

### ETL Lab, IUPUI, Indianapolis, USA — *Product Designer*

AUG 2022 - PRESENT

- Performed evaluative research utilizing methodologies such as 250 hours of observations, 9 user interviews, and usability testing to identify challenges with UX of interaction patterns in spatial design (AR/VR/XR).
- Led a team of 4 in designing and testing a low-fidelity prototype for a spatial design software, resulting in a 50% improvement in effectiveness for spatial UX designers.ess collaboration between designers and Unity developers.
- Secured provisional patents for wireframes and user stories, as well as obtained \$40,000 in grants for further development of high-fidelity prototype.

### ZET, Bengaluru, India — *Product & UX Designer*

APR 2021 - JULY 2022

- Orchestrated UI/UX process on MVP to redesign the overall app for 40% better conversion and harnessing user-centric design in a seed-level startup with a team of 10 (now 270).
- Collaborated with founders, product, data, and engineering teams in a fast-paced environment for agile execution, wireframing UI screens, reducing development time by 65%.

## SKILLS

Product design

Product strategy

UX design

UX strategy

Interaction design

Wireframes

Information architecture

Storyboarding

User & Task flows

User journey maps

User interface design

Visual design

Motion design

Usability testing

Qualitative research

Quantitative research

Generative research

Formative research

Speculative research

Evaluative research

## TOOLS

Figma

Adobe XD

Sketch

- Usability studies like user interviews, observations played a crucial role in redefining user persona which led user base enhancement from 50,000 to 1.5 million in 1.4 years distributing financial products like loans, credit cards, etc.
- Refined user journey and tailored design system for non-tech-savvy users in underlying areas which led 47% user engagement and 15 million businesses solely on credit cards.

### **Digital Lync, Hyderabad, India — *Product Designer***

AUG 2019 - MAR 2021

- Collaborated with founders, business analysts, and research teams to redesign a CRM software (B2B) for a prominent \$200 million supply chain company in the construction industry.
- Facilitated usability studies to understand user problems with the system and redesigned the entire app by refining user flows, information architecture, and visual design.
- Improved task completion time by 35% and reduced bounce rate by 15%, promoting effectiveness in interaction design.

### **EDUCATION**

### **Indiana university, Indianapolis — *MS Human-Computer Interaction***

AUG 2022 - MAY 2024

### **Jawaharlal Nehru Technological University, Hyderabad — *Btech. Electronics & Communication Engineering***

AUG 2016 - SEP 2020

Adobe Illustrator  
Adobe After effects  
Balsamiq  
Invision  
Figma  
Protopie  
Adobe aero  
Bezi  
Shapes XR

### **LANGUAGES**

English  
Hindi  
Telugu