Tharuna Manjala

Whitby, UK · tharuna21@gmail.com · +44 7825210384 · in/tharunamanjala · tharunamanjala.com

PROFESSIONAL SUMMARY

User Experience Designer with over 3+ years of experience in UI/UX and graphic design, crafting intuitive digital interfaces. I am Skilled in applying data-driven strategies and user-centered methodologies to enhance user engagement. My expertise spans the full design lifecycle, from research and ideation to prototyping and implementation, with a strong collaborative approach.

WORK EXPERIENCE

UI/UX Designer

Elysia - Battery Intelligence from Fortescue   **May 2023 - Present, Oxford, UK**

· Led end-to-end design for the Elysia Cloud Platform, an advanced battery management solution for automotive and stationary storage, delivering high-quality designs within tight deadlines.

· Collaborated with cross-functional teams (product lead, engineers, data scientists, and commercial teams) to deeply understand customer and business needs, ensuring that design solutions were aligned with key strategic goals to enhance the overall product vision.

· Designed and launched 5 key platform features, including a scalable design supporting a real-time battery monitoring dashboard for 10,000+ EVs. Improved user engagement and satisfaction by prioritising ease of use in managing large EV fleets.

· Led 20+ user interviews and usability testing sessions for the product, integrating real-time user feedback into iterative design improvements, resulting in a 30% increase in overall user satisfaction and experience.

· Standardised the design process by creating comprehensive research briefs, wireframes, and detailed documentation, which streamlined feature delivery and reduced development time by 25%, enhancing team productivity.

· Developed a unified brand identity across the web app, website, and marketing materials, while developing a comprehensive Figma component library and style guide, ensuring 95% design consistency, and promoting customer engagement by 20%.

· Implemented QA process throughout the design and development stages of the product, reducing post-launch design-related issues by 60% and ensuring smooth user experience upon release.

· Optimised the design-to-development handoff process, improving communication and collaboration between teams, which resulted in a 15% boost in overall team efficiency.

Environmental Graphic Design

MIPL Global   **Dec 2017 - May 2020, Bangalore, IN**

· Created 3D installations and wall graphics for Google, Microsoft, and Amazon, enhancing engagement and aligning with brand values.

· Led a design team to create minimalistic Line Art wall graphics for McAfee, effectively communicating branding.

· Captured core values and brand attributes through design for Lithium Technologies and Northern Trust.

· Developed wayfinding strategies for a 10,000 sq. ft. office, increasing customer satisfaction by 50%, in collaboration with architects.

Graphic Designer

Freelancer   **Jun 2017 - Dec 2017, Bangalore, IN**

· Designed logos, websites, brochures, posters, and business cards for diverse clients, ensuring brand consistency.

- Developed wireframes and UI for a mobile app, collaborating with developers to create a user-friendly, responsive design.
- Produced comprehensive design documentation to ensure consistency and seamless implementation.

EDUCATION

MSc in User Experience Design

Kingston University London · London, UK · Oct 2021 – Sep 2022

- Collaborated with a team of 7 members to design user-centric projects, including a healthcare game enhancing teamwork skills and the Scabal luxury clothing website redesign aligned with industry standards.
- Crafted comprehensive design assets, from user research (user stories, personas, journey mapping) to high-fidelity prototypes, ensuring a seamless, user-centered design approach and refined designs through CIF-based usability testing.
- Presented an industry-level project from ideation to MVP, resulting in a successful final product.

BEng in Information Science

Atria Institute of Technology · Bangalore, IN · Aug 2013 – Jul 2017

SKILLS

Design Skills – User Interviews, Surveys, Competitor Analysis, Card Sorting, Information Architecture, Site Mapping, User Journeys, Personas & Scenarios, Usability Testing, Design Thinking, Interaction Design, Service Design, User-Centered Design, Sketches, Storyboards, Wireframes, User Flows, Prototypes, High Fidelity Design, Style Guide.

Tools – Figma, Miro, Adobe Creative Suite (Adobe XD, Illustrator, InDesign, Photoshop), CorelDraw, Sketch, Confluence, JIRA, Notion.