**Amruta Mali**  
Senior Product Designer | UX Design • UX Research • UX Strategy

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Northville, MI 48168   
**Visa Status:** H1-B

**PROFESSIONAL SUMMARY**

**Senior Product Designer** with 14 years of multidisciplinary experience across enterprise systems, automotive, fintech, and nonprofit sectors. Adept at leveraging user research, design thinking, and collaborative leadership to deliver high-impact digital products. Proven success in spearheading product strategy, designing complex information architecture, and driving measurable business outcomes through scalable design solutions.

**KEY ACHIEVEMENTS**

* Initiated platform redesign at Ford Motor Company that is projected to significantly reduce warranty costs.
* Streamlined developer onboarding at Ford Motor Company by identifying blockers and implementing process improvements.
* Mentored a junior designer and multiple interns, and fostered growth and design quality within the Ford product team.
* Promoted UX best practices across IT and data analytics teams at Ford, and helped embed a user-centered design culture.
* Increased online loan applications by 23% through optimized flow and form design at RBFCU.

**SKILLS AND STRENGTHS**

* UX/UI Design & Strategy
* User Research, User Interviews, Usability Testing
* Driving Product Strategy
* Interaction & Visual Design
* Prototyping & Wireframing
* Creating and Maintaining Design Systems
* Information Architecture
* Strong collaboration with globally distributed, agile teams including product managers, UI/backend developers, data analysts, stakeholders, etc.

**Tools:**

Figma, Sketch, InVision, Adobe CC, UXPin, Miro, Jira, UserZoom, FullStory

**Methods:**

Heuristic Evaluation, Journey Mapping, Task Analysis, Competitive Analysis, Usability Testing, Personas, Design Workshop Facilitation.

**PROFESSIONAL EXPERIENCE**

**Ford Motor Company (Michigan)**  
*Product Designer,* *Feb 2020 – Present*

**Project: Vehicle Feature Performance Management System**

* Led user research and usability testing to consolidate vehicle feature data across platforms, initiating a redesign that is projected to significantly reduce warranty costs.
* Advocated for a broader user testing group beyond stakeholders, uncovering critical pain points that improved the final product.
* Championed the creation of a "Query Builder" interface to replace complex SQL-like scripting, greatly improving user efficiency and task completion.

**Project: Cloud Infrastructure Service Portal**

* Designed new navigation and service request flows that reduced form completion time and improved overall usability, as confirmed by post-launch surveys.
* Conducted over fifty user interviews and usability tests throughout iterative design phases.
* Created and evolved personas for distinct user types (developers, managers, etc.) to guide design priorities.

**Project: Vehicle Anomaly Detection Dashboard**

* Improved dashboard task completion time by 60 seconds on average through design and testing iterations.
* Collaborated with engineers to understand algorithmic complexity and ensured effective data visualization within technical constraints of the dashboarding tool.

**Project: Developer Onboarding Experience**

* Streamlined onboarding processes by designing a comprehensive checklist based on user journey and coordinated with various teams to resolve key blockers like hardware delays.

**Randolph Brooks Federal Credit Union (Texas)**  
*UX Designer,* Jul *2019 – Jan 2020*

**Project: Consumer Lending Products for Website and Android App**

* Redesigned loan application flows, reducing time to completion and increasing online applications by 23%.
* Increased CTR and conversion rates for promotional offers through a redesigned homepage experience.
* Revamped auto loan flow through collaboration with business, dev, and UX teams using heuristic markups and stakeholder reviews.

**Project: Credit/Debit Card Services**

* Improved feature discoverability through clean, modular card-based UI, resulting in higher user engagement and task success.

**PricewaterhouseCoopers LLP (PwC) (Texas)**  
*UX Designer*, *Jan 2019 – Jun 2019*

**Project: Project Tracking Dashboard**

* Reduced time-to-insight for internal teams by simplifying data representation through iterative design informed by SME interviews.

**Project: Internal Website Launch**

* Delivered rapid mood boards and prototypes to support product vision amid strict timelines and limited user access.
* Conducted proxy interviews and competitor analysis to inform design direction under research constraints.

**JerseySTEM (Remote)**  
*UX Intern*, *Nov 2018 – Dec 2018*

* Identified misalignment in target user focus; repositioned website to appeal to sponsors over students through research-led redesign.

**CDK Global (Michigan)**  
*Web Design Specialist*, *Feb 2018 – Sep 2018*

* Customized vendor websites within brand guidelines, enhancing personalization for niche markets while maintaining compliance.

**Wall Street Productions (Michigan)**  
*Design Intern*, *May 2017 – Aug 2017*

* Conducted research and prototyping for an internal training tool.

**Michigan State University (Michigan)**  
*Research Assistant*, *Jan 2016 – Dec 2017*

* Conducted field research and UX design for ‘Flint Smart Eat’ app.
* Designed information architecture and wireframes to promote healthy eating habits in underserved communities.

**Reliance Media Works (Mumbai, India)**  
*Visual Designer*, *Dec 2012 – Oct 2013*

* Produced digital effects and visual design work for major film titles including *Iron Man 3*, *Maleficent*, and *Oblivion*.

**Quadrum Solutions (Mumbai, India)**  
*Graphic Designer*, *Oct 2010 – Aug 2011*

* Worked on branding, layout, typography, and digital illustration projects across various client accounts.

**EDUCATION**

**Michigan State University (East Lansing, MI)**  
*M.A. in Media & Information (HCI specialization)* — GPA: 3.79  
*Jan 2016 – Dec 2017*

**University of Kent (Canterbury, UK)**  
*M.A. in Digital Visual Effects*  
*Sept 2011 – Sept 2012*

**University of Mumbai (India)**  
*B.E. in Computer Engineering*  
*Aug 2006 – May 2009*