

Amruta Mali

UX Design • UX Research • UX Strategy

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Visa Status: H4

PROFESSIONAL SUMMARY

Product Designer with 10+ 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.

SKILLS AND STRENGTHS

User Research, User Interviews, Usability Testing, Driving Product Strategy, Heuristic Evaluation, Journey Mapping, Task Analysis, Competitive Analysis, Personas, Design Workshop Facilitation, Information Architecture.

UX/UI Design, Interaction & Visual Design, Prototyping & Wireframing, Creating and Maintaining Design Systems.

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

KEY ACHIEVEMENTS

- Spearheaded research and platform design at Ford Motor Company that help reduce 2 million+ warranty costs.
 - Led Infrastructure platform re-design with that decreased drop of rates to 27%.
 - Streamlined developer onboarding at Ford Motor Company by implementing process improvements that warranted 100% hardware shipping delays.
 - Increased online loan applications by 23% through optimized flow and form design at RBFCU.
 - Mentored junior designers and interns to foster growth and design quality within the Ford product teams.
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PROFESSIONAL EXPERIENCE

Ford Motor Company (Michigan)

Product Designer, Feb 2020 – Mar 2025

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

- Guided product strategy and design goals by creating and evolving personas for distinct user types (developers, managers, etc.).
- Reduced form completion time and improved overall usability by designing new navigation and service request flows.

Project: Vehicle Anomaly Detection Dashboard

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

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 such as hardware delays.
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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 completion time and increasing online applications.
 - Increased conversion rates for promotional offers through a redesigned homepage experience.
 - Spearheaded auto loan flow design through collaboration with business, engineering, and marketing.
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PricewaterhouseCoopers LLP (PwC) (Texas)

UX Designer, Jan 2019 – Jun 2019

Project: Project Tracking Dashboard

- Reduced task completion time 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.

JerseySTEM (Remote)

UX Intern, Nov 2018 – Dec 2018

- Identified misalignment in target user focus; repositioned website to appeal to sponsors over students.

CDK Global (Michigan)

Web Design Specialist, Feb 2018 – Sep 2018

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

Reliance Media Works (Mumbai, India)

Visual Designer, Dec 2012 – Oct 2013

- Produced digital effects and visual design work for major film titles.

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. Media & Information (HCI specialization) — GPA: 3.79

Jan 2016 – Dec 2017

University of Kent (Canterbury, UK)

M.Sc. in Digital Visual Effects

Sept 2011 – Sept 2012

University of Mumbai (India)

B.E. in Computer Engineering

Aug 2006 – May 2009