Amruta Mali

Senior Product Designer | UX Design • UX Research • UX Strategy

Portfolio: amrutamaliux.com | LinkedIn: linkedin.com/in/amruta-mali-85578746

(248) 225-4247 • amrutamaliux@gmail.com

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