



Vishnu Kumar Mahendran

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Experience

Product Designer, Growth

Momentive (formerly SurveyMonkey), San Mateo, CA
Apr 2021 - Present

- Designing growth experiments focused on increasing conversion on the website and in the product.

Senior Product Designer

Aura, Redwood City, CA
Nov 2019 - Mar 2021

- Designed iOS, Android, macOS, Windows, and Web app experiences for ~5 million users
- Lead several growth initiatives to increase user subscription
- Initial designer for new enterprise product from conception to launch

Product Designer

Vectra AI, San Jose, CA
Jun 2017 - Sep 2019

- Designed new search experience that resulted in a 12% daily engagement rate and faster analysis
- Initiated the creation of a design system to scale design across 3 distributed teams
- Simplified machine learning models for the user to improve engagement
- Analyzed usage patterns and generated user behavior reports

Product Design Intern

Return Path, Broomfield, CO
Jun 2016 - Sep 2016

- Created a tool to translate mocks in English into other languages
- Ran usability tests & customer interviews to validate designs with Fortune 500 companies

Software Engineer

Novell, India
Jan 2014 - Jul 2015

- Designed, developed and managed the lifecycle of Novell iPrint's Windows and iOS apps
- 40,000 new user downloads over 1 year

Education & skills

M.S. in Human Computer Interaction, University of Michigan

Ann Arbor, 2017

B.E. in Computer Science & Engineering, PSG College of Technology

India, 2014

Interaction Design, UX Design, Wireframing, Prototyping, Visual Design, Illustrations, Data Visualizations, Design Systems, Sketch, InVision, Marvel, Zeplin, Abstract, Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Principle, Contextual Inquiry, Personas, Usability Testing, Usertesting.com, Heuristic Evaluation, Storyboarding, Surveys, Focus Groups, Journey Mapping, Empathy Mapping, A/B Testing, Framer.JS, React.JS, React Native, Java, Kibana, SQL, HTML, CSS, Git, Google Tag Manager