



VM Meenakshi

User Experience Designer

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www.vm-meenakshi.com

SKILLS

- * UX Design
- * User Research
- * User Interface
- * Marketing
- * Branding

CERTIFICATION

Google UX Design 2024

EDUCATION

Masters in Business Administration 2008

Indira Institute of Management, Pune
Graduated in 2006

PROFESSIONAL SUMMARY

- * 15 + years of experience including marketing, consumer research, UX design, branding and general management.
- * Worked with start ups as a member of the core team responsible for entire product development process.
- * Collaborated with multidisciplinary team to develop and improvise products and services continuously.

EXPERIENCE

RALB Technologies 2023
private limited

April 2018 - September 2023 (5 yrs, 5 m)

- * Conducting user research at various stages. Was part of the product development process.
- * Creating wireframes, mockups and prototypes. Prototype testing, user research, working with technical team to continuously improve the product.
- * Was responsible for general management of the entire project including marketing & branding.

EXPERIENCE

Vijayalakshmi Creations

2018

Sr. Marketing Manager

July 2016 - February 2018 (1 yr, 7 m)

- * Job profile same as previous company

Suyog development Corporation Ltd.

2016

Sr. Marketing Manager

November 2012 - June 2016 (3 yrs, 7 m)

- * Handling ATL & BTL marketing activities
- * Consumer research, Competitive Analysis, Market research
- * Handling mass communications, branding activities

Retail Concepts

2012

Marketing Manager

July 2011 - October 2012 (1 yr, 3 m)

- * Consumer research, Competitive Analysis, Market research
- * Customer relationship management

Appco India Pvt. Ltd.

2011

Team Leader

March 2008 - June 2011 (3 yrs, 3 m)

- * Consumer research, Competitive Analysis, Market research
- * Sales
- * Training

PERSONAL DETAILS

- * Date of Birth: 26.12.1984
- * Status: Single
- * Address: Pune, MAH, India 411030
- * Preferred Location: Anywhere
- * Hobbies: Travelling, Reading, Fitness