

Manjunath Mahendrakumar

Strategic Design Lead

I combine 12+ years of UX craft, business thinking, and technology awareness to help organisations solve complex problems—from strategic discovery and POCs to design leadership across India, Germany, and the UAE.

12+ Years

UX & Product Leadership

IN · DE · UAE

End-to-End Design Solutioning

MY JOURNEY

I connect business goals, user needs, and engineering reality

12+ years in UX & Product Design across startups, studios, product companies, and global consulting

2014 – 2021

1

0-to-1 Product & UX Craft

I cut my teeth on research & prototyping at QBurst and leading founding SaaS product design at Verteil.

2021 – 2024

2

Design Leadership

I stepped up to lead 30 designers at Lollypop and drive design systems at TIS & Air Retailer.

2024 – PRESENT

3

Strategic Solutioning

At Capgemini, I own client POCs, AI-enabled UX strategy, RFP solutioning, and delivery governance.

GLOBAL EXPOSURE

Global Experience. Diverse Perspectives.

INDIA

Product & Leadership

I built Verteil's product direction from scratch, led 30 designers at Lollypop, and now own POCs and RFPs at Capgemini.

GERMANY

Enterprise UX

At TIS GmbH, I helped transform a legacy treasury platform into a modern React-powered design system.

UAE

Corporate Travel

With Air Retailer, I applied research and design strategy to sharpen B2B corporate booking workflows.

Working across three markets taught me how to adapt fast to different stakeholder expectations and product cultures.

MY PHILOSOPHY & PROCESS

I solve the right problem before designing a single screen



Discover

I run stakeholder interviews, review analytics, and use the 5 Whys to separate symptoms from root causes.

Define/Design

I map personas, journeys, and regulatory or technical constraints into a sharp problem statement.

Develop/Test

I sketch concepts, structure information architecture, and build interactive prototypes to test early.

Deliver

I validate usability, govern developer handoff, and stay involved through user testing.

POC OWNERSHIP

How I take a POC from vague brief to client sign-off

01	02	03	04	05
Unpack the Brief	**Build the Narrative**	**Shape the Journey**	**Prototype the POC**	**Present & Defend**
Find the real user or business gaps	Crisp problem statement and storyline	Map target user flows and concepts	Build tangible interactive user flows	Walk clients through and explain rationale

How I contribute to RFPs and presales pitches

01 **Reading Between the Lines**
Spot hidden UX risks and discovery gaps

02 **Shaping the UX Approach**
Right-sized research, design, and testing

03 **Realistic Effort Estimation**
Grounded deliverables, roles, and sprints

04 **Structuring the Solution**
Align UX streams with dev milestones

05 **Building the Pitch Deck**
Clear, business-focused UX storytelling

06 **Walking Client Through**
Present thinking & handle live Q&A

STAKEHOLDER MANAGEMENT

How I handle tough client pushback

Acknowledge → Clarify → Contextualise → Differentiate → Validate

PUSHBACK I HEAR	HOW I REFRAME IT	WHAT I RECOMMEND
Why UX if devs can redesign?	Devs build; UX proves the right problem	De-risk with early discovery
We already have Google Analytics	Analytics shows where; UX shows why	Pair data with user interviews
Why pay extra for discovery?	Prevents expensive rework later	Run a focused 3-week sprint
Why custom AI over standard LLM?	Depends on security & workflow fit	Match tooling to real needs
Why pick your XD practice?	Track record in complex domains	Lead with relevant case proof

DESIGN LEADERSHIP

What leading a 30-person design team taught me

TEAM SCALE

30

UI designers I led and mentored at **Lollypop Design** , alongside cross-functional projects at Capgemini.

01

Growing Designers

At Lollypop, I led 30 UI designers through 1:1s, portfolio reviews, and skill workshops.

02

Owning Delivery

I managed timelines, resource allocation, and design quality across parallel client tracks.

03

Translating Feedback

I acted as the bridge between client stakeholders and design teams to keep momentum high.

04

Hiring and Interviews

I was actively involved in hiring—evaluating portfolios, interviewing, and recruiting designers

How I approach AI in enterprise UX

I'm not an AI engineer—I'm a design leader focused on usable, responsible AI

01 Designing AI Products

Human-in-the-loop experiences with LLMs and AI agents

02 Speeding Up Design Ops

AI-assisted tools to accelerate research synthesis and early prototyping

03 Staying Grounded

Evaluate security, governance, and real user value before recommending AI

DOMAIN EXPERIENCE

Industries I've designed across since 2014

Learning complex workflows fast without pretending to be a domain engineer in every sector

Aviation & Travel

Verteil • Air Retailer

Fintech & Treasury

TIS GmbH

Enterprise DCX & Logistics

Capgemini • Delhivery

OTT & Online Commerce

Aha • UrbanKisaan

Real Estate & Living

Stanza Living • Al Zahia

Healthcare & Automotive

QBurst

PRACTICE LEADERSHIP

How I'd lead an Experience Design practice

Four areas where I bring immediate leverage from day one

01

Lead Client Discovery

Workshops with CIOs & product heads to shape briefs into clear plans.

02

Strengthen Presales & POCs

Sharper RFPs, realistic estimates, and winning POCs.

03

Raise Design Quality

Design systems, accessibility, and clean handoffs across PODs.

04

Mentor & Innovate

Coach strategic thinkers and embed practical AI workflows.

Let’s shape your next experience transformation

Ready to partner on strategic discovery, POCs and design leadership

LET'S CONNECT

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