

Manisha Bhalekar

User Experience Design & Research Leader

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16 years building products that drive real business results

UX leader with success in delivering products and services that increase adoption, retention, and revenue. I've worked across Fortune 100 companies, mid-markets, and startups as an individual contributor and people leader. My approach: understand what customers need, design experiences that work, and measure what matters to the business.

Core Expertise: Human-AI design, service design, user research, design systems, organizational leadership, P&L management.

Key Accomplishments

- **Revenue Growth:** Designed supply chain and ecommerce products resulting in 2x revenue, \$3B in transactions at Nike.
 - **Product Impact:** Designed a smart Transportation Management System (TMS) at Turvo, a startup successfully acquired by Lineage (\$LINE), the world's largest provider of modern food logistics solutions.
 - **Product Highlight:** Launched 50+ SaaS products and 150+ features across supply chain logistics, fintech, e-commerce, tax, and automotive industries.
 - **Operational Excellence:** Increased revenue per employee at DAT by 210K three months after scaling research competency.
 - **Scaling teams:** Built UX discipline from ground up at multiple organizations.
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Professional Experience

Nike | Principal, UX Design & Research (Consultant via TEKsystems)

February 2024 - Present

- Working on consumer expectations across sports and user demographics for ecommerce
- Building Nike's digital twin technology by optimizing inventory, planning, and fulfillment across distribution centers.
- Partnering with data science, AI/ML, and engineering teams to design predictive forecasting tools for business operations.
- Focusing on human-centered design for AI-enabled interfaces.

Kaya | Chief Design Officer (Fractional CDO)

Oct 2023 - Present

- 0-1 product design for Kaya—healthcare startup. Founding design leader creating an AI-enabled healthcare ecosystem connecting hospitals, clinicians, and patients without friction. The product and go-to-market strategy acquired seed funding of 12 million 10/2023 and additional 45 million in 2025.

Autodesk | Principal, Service Design (Consultant)

October 2024 - July 2025

- Designed developer tools for monitoring and remediating security and compliance vulnerabilities.
- Built executive dashboards for Autodesk executive leadership to track security posture.
- Enabled Autodesk developer community with improved security tooling accelerating task completion by 23%.

Turvo Inc. (Startup acquired by Lineage Logistics) | Sr. Director of User Experience

June 2021 - September 2023

- Built a user research team from zero to operational in 60 days, delivering 3-5 projects monthly.
- Reduced development costs 19% through research-driven product roadmap influence.
- Increased customer satisfaction from 80% to 96% in 18 months for dashboard features.
- Led capacity planning feature design that generated \$3.5M new sales in the first quarter.
- Managed end-to-end UX operations including team development, hiring, and budget.

DAT Freight & Analytics | Head of User Experience

January 2019 - June 2021

- Established UX as core business competency aligning design with product vision and KPIs.
- Consolidated three mobile apps into unified freight matching, tracking, and delivery platform; improved customer retention 35% and eliminated maintenance costs for multiple apps.
- Delivered complete design system in 12 weeks.

Additional Experience

Thomson Reuters | UX Lead | May 2015 - Jan 2010

Havas Group | Principal Information Architect | May 2014 - May 2015

Reynolds and Reynolds Co. | Sr. UX Manager | November 2004 - March 2014

Technical Skills

Research Methods: behavioral and attitudinal methodologies, mix-methods, usability testing

Design: information architecture, wireframing, prototyping, interaction design, visual design, WCAG compliance **Tools:** Figma, FigJam, Miro, Adobe Creative Suite, Mixpanel, Tableau, JIRA, Confluence **Development:** HTML/CSS, JavaScript **AI:** generative and agentic AI integration; using AI tools such as Claude, Lovable, Cursor, Microsoft Copilot.

Education

The Ohio State University, Columbus, OH | MFA in Interaction Design

Indian Institute of Technology - Bombay | MDes in Industrial Design