

# Vivek Mayasandra

## Product Designer

vivekmaya.com/work (password: work)

+1.248.434.7606

vivekmayasandra@gmail.com

### EXPERIENCE

#### **Uber** • Product Designer

Dec 2019–present

Leading design on consumer and earner initiatives at Uber Eats. Working closely with cross functional partners to drive strategy and deploy products to millions of multi-sided marketplace users in over 30 countries. Mentoring and growing junior design team members. Select accomplishments:

- Led design sprint, vision work, and roadmap for consumer savings on current and future verticals
- Designed mobile, corporate, and bill-split group ordering experience, increasing average order sizes
- Drove strategy and design of earner opportunity center to help 1M+ Uber earners plan earnings
- Led redesign of Uber Eats' offer framework to empower earners to make job acceptance decisions

#### **Instacart** • Senior Product Designer

May 2018–Nov 2019

Led design for consumer retention and checkout/post-checkout teams. Established growth design practices to sustain customer acquisition, activation, and retention. Select accomplishments:

- Redesign of the customer order rating experience, resulting in 10% more rated deliveries
- Growth design for the Instacart Express product, reducing churn and increasing sign ups by 20%
- Lead designer of the reorder experience, improving average monthly customer retention by 5%

#### **Playphone** • Product Designer

Sep 2015–May 2018

Designer for Playphone's mobile game store and new products. Select accomplishments:

- Designed a 0-to-1 pioneering mobile game tournament app (iOS, Android, mobile web) from ideation through to product launch, increasing adoption from 0 to 2000 daily gamers
- Lead designer for a B2B game management portal for developers

#### **Self-employed** • Freelance Designer

Oct 2013–Oct 2015

Marketing, brand, and graphic design for global clients

#### **revolution.is** • Managing Editor

Jan 2012–Sep 2013

Grew entrepreneur-focused online magazine by 45%

#### **Boeing** • Supplier Management Procurement Agent

Aug 2008–Mar 2012

Managed global supplier contracts for the maintenance of over 2000 in-service Boeing aircraft

### EDUCATION

#### **Michigan State University**

2004–2008

B.A. in Marketing, Int'l Business

### TOOLS

Figma, Sketch, Abstract,  
InVision, Principle, Adobe  
Creative Cloud, Procreate

### LANGUAGES

English (native), Kannada,  
Portuguese, Spanish