Tanu Khandelwal

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About Me

UX designer with 7+ years of experience in creating enterprise tools, mobile applications, and conversational user interfaces. Having previous engineering experience helps me create user-centered designs while respecting technical constraints

Experience

Lead UX Designer / Amazon   May 2020 - Today / Seattle, WA

Content systems management

* Designing end-to-end user experience for Amazon's cross-business spend management tool
* Partnering with product and developers to create intuitive workflows for marketing and finance managers, resulting in **saving $300 million in marketing spend**
* Leading org wide UX office hours to provide design guidance to developers

Search and AI conversational design

* Led the design of a new search results navigation experience on mobile leading to a **revenue increase of $125.2 million**
* Proposed critical UX improvements for desktop search experience including accessibility enhancements to meet WCAG standards

Alexa Shopping - Grocery

* **Consistently increased the YoY growth in monthly active users** on Alexa devices by designing a reorder experience
* Collaborated with product managers and engineers to define both long-term vision and short-term deliverables
* Participated in UX team-building efforts such as design reviews, workshops, and leadership presentation decks to align on product direction

Physical stores - Amazon Fresh, Whole Foods, Bookstores

Solo UX designer on internal tools for food planning, supporting kitchen operations in the Amazon Fresh and Whole Food Market stores. I designed and **launched 11+ tools running in over 10+ Amazon Fresh stores**

* Did foundational work on information architecture, interaction patterns, and navigation
* Influenced product direction while balancing user needs and business goals

UX Designer / FujiFilm SonoSite   July 2018 - April 2020

One of the three UX designers to work on the new touchscreen enabled ultrasound machine SonoSite PX.
Product link

UX Designer Intern / Siemens Healthineers   June 2017 - June 2018

Software Engineer/ Consulting   Nov 2009 - April 2015 / Various locations

Skills

Figma   •   User interviews   •   Usability testing   •   Prototyping   •   Tech review   •   Design documentation

Education

Masters in Information Management
University of Washington

Bachelors in Information Technology
Pune University