


Anshu Vipparla

UX Design Manager

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SUMMARY

An experienced leader with **8+ years of experience** driving team growth and delivering impactful user experiences for scaling businesses. I excel in ambiguous environments, guiding teams through complex challenges, and aligning on a clear design strategy.

SELECTED PROFESSIONAL EXPERIENCE

UX Design Manager

Xometry (Nov 2021 - Present)

At Xometry, I lead UX design for the Thomas business unit, a \$57M revenue driver with 88%+ gross margins in 2024. I currently manage a designer based out of South America and have a proven track record of supporting multiple development teams.

- Spearheaded the design and helped deliver over 36 features and improvements for the Thomas business unit in the past year, resulting in platform growth and enhanced advertiser penetration and engagement.
- Led design strategy for Thomas, establishing a long-term product/UX vision and identifying innovative opportunities within key user experiences to inform product feature prioritization across the platform.
- Designed a self-service advertising platform that empowers businesses to create and launch targeted campaigns within minutes, resulting in a 25%+ increase in new customer sales and 500k in annual revenue in 2024.
- Streamlined internal sales reporting tools, empowering our sales team to deliver clear ROI insights to clients and achieving a 94% reduction in report creation time.
- Consolidated 8 outdated tools into a single, seamless content platform, rebuilding the site's technical architecture and user experience, resulting in a 67% reduction in operating time.

Senior Product Manager

FactoryFour (Sept 2020 - Nov 2021)

Spearheaded design for an early-stage startup building an easy-to-use Manufacturing Execution System. Played a key role on the FactoryFour team during its acquisition by Xometry in 2021.

Senior Usability Engineer

GenomOncology (Aug 2016 - Aug 2020)

Led the development of product architecture and UX/UI design for 5 major products at an early-stage biotechnology startup: Molecular Tumor Board, GenomAnalytics, Precision Decision Tool, Clinical Trials Explorer, and Clinical Trials Optimization Tool.

EDUCATION

Duke University (2012 - 2016)

Bachelors of Science in Neuroscience and Global Health, Chemistry Minor

SKILLS

- **Design Excellence:** Rapid Ideation Workshops, Usability Testing, User Research, Prototyping, Wireframing, Cross Platform Design
- **Vision and Strategy:** Product Vision Alignment, Executive Management, Data-driven Prioritization, Roadmapping for Execution
- **Leadership:** Business Unit Leadership, Women@Work ERG Board, Design Critiques, Skills Coaching, Conflict Resolution
- **Technical Proficiency:** Release/QA Testing, Enterprise Systems Design, Site Performance Optimization, Service Blueprinting
- **Tools & Software:** Figma, Linear, Atlassian (JIRA, Confluence, etc.), Gitlab, Productboard, Salesforce, Adobe Illustrator, Azure RP