

# MANVI SINGH

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## SKILLS

**Design Skills** - UX Design, UI Design, Interaction Design, Wireframing, Prototyping, Usability Testing, Interface Design, Accessibility, Design Systems, Brand Design

**Research Skills** - UX Research, User Interviews, Journey Mapping, Persona Development, A/B Testing, Systems Thinking, Product Strategy, UX Documentation

**Technical Skills** - Figma, Adobe XD, Adobe Illustrator, Photoshop, Framer, HTML/CSS/JavaScript, Miro, Google Analytics, Qualtrics, Wix

## EXPERIENCE

### Graduate and Teaching Assistant | Massachusetts College of Art and Design | Boston | 11/2023 - Present

- Conducted UX workflow audits and optimized the onboarding process for 200+ students by integrating Colleague and Qualtrics, reducing form errors by 40% and enhancing user task flow efficiency.
- Delivered instructional workshops and personalized critiques to 28 students, focusing on interaction models, design systems, and Figma proficiency, improving portfolio readiness and user-centric storytelling.

### Co- Founder, UI/UX Designer | Maluka Handcrafted Accessories | India | 02/2021 - 06/2023

- Designed and launched a responsive eCommerce platform using Figma and Wix, optimizing information architecture and checkout UX, resulting in a 3x increase in conversion rate during peak periods.
- Conducted funnel analysis via Google Analytics and heatmap tools to identify drop-off points, reducing homepage bounce rate by 22% through layout optimization.
- Designed and produced 40+ handcrafted product SKUs informed by iterative customer feedback, increasing repeat purchase rate by 28%.
- Led full-cycle product development for 40+ SKUs, applying iterative design feedback loops and user-centered design principles, increasing repeat purchase rate by 28%.
- Oversaw customer lifecycle management, resolving 150+ inquiries via omnichannel support and introducing NPS-based feedback loops, boosting satisfaction scores by 30%.
- Executed growth marketing strategies including targeted Instagram campaigns, influencer partnerships, and SEO optimization, driving 2.5x increase in organic reach and 60% growth in engagement.
- Implemented retention-focused design interventions such as limited-time offers and personalized messages, resulting in a 35% improvement in return customer rate.
- Managed end-to-end operations including pricing strategy, supply chain coordination, and demand forecasting, sustaining a 25% average gross margin.

### UI Designer | Whoopy Entertainment Pvt Ltd | India | 08/2017 - 12/2020

- Designed and delivered 30+ responsive UI screens for Catalyst's SaaS platform, enhancing core flows like search, playlist creation, and ticket purchase through mobile-first design thinking.
- Developed interactive prototypes in Adobe XD and front-end handoff-ready HTML/CSS/JS assets, reducing design-development iteration cycles by 40%.
- Assisted 4 rounds of usability testing with over 50 participants using moderated sessions and task-based scenarios, improving time-to-task completion and reducing friction across primary flows by 35%.
- Established a WCAG 2.0-compliant design system, ensuring accessibility and consistency across 15+ features and enabling scalable product rollouts.
- Leveraged Google Analytics insights to restructure navigation and content hierarchy in the explore tab, increasing discoverability of new features by 25%.

## PROJECT

### SNAP Benefits Redesign | Boston Community Pediatrics X M.Des | Project Manager and Design Lead ( In Progress )

Leading a 14-person cross-functional team to redesign the SNAP benefits renewal system for Boston Community Pediatrics. Conducting user research, mapping service journeys, and prototyping a hybrid onboarding experience in Figma and print. Iterating through real-time usability testing to improve clarity and reduce support errors.

## EDUCATION

### Massachusetts College of Art and Design | Boston | Expected 05/2025

Master of Design: Design Innovation

- Cross-Registration - MIT | AI Ventures
- 8+ UX case studies completed

### National Institute of Fashion Technology | India | 03/2019

CEP: Digital Media and Visual Communication

### Footwear Design and Development Institute | India | 06/2017

Bachelor of Design: Leather Goods and Accessories Design