

# Manvi Singh

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## WORK EXPERIENCE

### GRADUATE ASSISTANT AND TEACHING ASSISTANT / MASSART, BOSTON / OCT 2023 - MAY 2025

- Led critique sessions, portfolio reviews, and creative workshops, helping students bring clarity to ideas and confidence to their storytelling.
- Mentored students 1:1 on visual storytelling, layout, and design intent for zines and digital portfolios.
- Managed Google Classroom for attendance and grading while supporting presentation prep, milestone tracking, and feedback loops.
- Reorganized the registration system for 500+ students, refined Qualtrics forms, created email templates, and streamlined Google Sheets, cutting down confusion and admin time.
- Audited and evaluated the program website through heuristic analysis, collaborating with staff to apply user-centered fixes that cut navigation errors by 40%.

### UX/UI DESIGNER / KIOFKI ENTERPRISES, INDIA / NOV 2021 - JUN 2023

- Conducted user interviews to develop data-driven personas that informed information architecture, user journey mapping, and interaction design for complete eCommerce platform build using Figma and Wix.
- Executed end-to-end UX process from research to prototyping in Figma to usability testing conversion funnels, achieving 300% conversion rate optimization and 27% increase in organic traffic through iterative design.
- Scaled product catalog from 5 to 40+ SKUs through continuous feedback loops, post-purchase surveys, and behavioral analysis directly informing product roadmap and interface decisions.
- Developed design system ensuring consistent visual hierarchy across packaging, social media, and digital storefronts.

### GRAPHIC DESIGNER / COOKINLAB HOSPITALITY, INDIA / FEB 2021 - OCT 2021

- Created the entire visual identity for a food brand from the ground up - logo, palette, packaging, printables in just 6 weeks.
- Designed digital menus and promotional visuals optimized for Zomato and Swiggy, increasing clicks by 25% and customer engagement by 30%.
- Aligned all visuals with marketing and ops, delivering production-ready assets across digital, print, and physical touchpoints for a consistent customer experience.
- Developed brand guidelines to help the team scale its visual communication post-launch.

### GRAPHIC DESIGNER / WHOOPY ENTERTAINMENT, INDIA / AUG 2017 - DEC 2020

- Designed 30+ high-fidelity screens for iOS, Android, and Web, balancing usability with visual delight using Adobe XD and Adobe Illustrator.
- Created the app's complete visual identity, logo, app icon, custom UI assets, improving brand recall by 20% in early tests.
- Built a component library using HTML/CSS/JS to prototype interactions, cutting down design-dev friction and speeding up iterations by 30%.
- Designed and refined key music features playlisting, discovery, recommendations helping lift early user engagement by 15%.
- Worked closely with 5+ cross-functional teams to craft and evolve the product's brand voice.

## EDUCATION

### MASTER OF DESIGN / MASSACHUSETTS COLLEGE OF ART AND DESIGN, BOSTON / SEP 2023 - MAY 2025

- Major in Design Innovation
- Cross-Registration from MIT in AI Ventures
- GPA - 4

### CEP IN DIGITAL MEDIA AND VISUAL COMMUNICATION / NIFT, BANGALORE / SEP 2019 - MAR 2019

### BACHELOR OF DESIGN / FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE / JUN 2013 - JUL 2017

## SKILLS

**TOOLS** - Adobe Creative Cloud, Figma, Protopie, Framer, Rhino, HTML, CSS, Canva, Miro, MS Office

**DESIGN** - UX/UI, Web Design User Research, Prototyping, Wireframing, Usability Testing, Persona, Storyboarding, Social Media Design, Marketing Collateral, Packaging Design, Illustration, Editorial Design, Motion Graphic