

Manvi Singh

Product (UX/UI) Designer

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SKILLS

UX Design, Usability Testing, HTML/CSS, Project Management, Google Suite, UX Research, Prototyping, Product Strategy, Sketch, Wix, Wireframing, Design Systems, Accessibility, Adobe Illustrator, Prototopia, Interface design, Figma, Brand Design, Adobe XD, Miro

EXPERIENCE

Massachusetts College of Art and Design | Graduate Assistant and Teaching Assistant

OCTOBER 2023-PRESENT, BOSTON

- Streamlined UX workflows by integrating Colleague and Qualtrics, improving onboarding for 200+ users.
- Facilitated portfolio workshops and provided one-on-one design mentorship to 28 students.

Maluka Handcrafted Accessories | Co- Founder, Designer

FEBRUARY 2021-JUNE 2023, INDIA

- Designed and prototyped a mobile-first eCommerce website in Figma, conducted usability testing, and built the final experience using Wix.
- Handcrafted 40+ original accessory products, integrating user feedback into both physical design and digital presentation.
- Led SEO and social media marketing efforts, increasing organic traffic by 2.5× and improving engagement by 60%.
- Applied analytics to refine the user journey, resulting in a 3× boost in conversion during peak sales periods.

Whoopy Entertainment Pvt Ltd | Start-up | UI Designer

AUGUST 2017 - DECEMBER 2020, INDIA

- Designed and scaled Catalyst app, a consumer-facing SaaS platform for music streaming and concert ticketing, focused on intuitive UX across mobile and desktop.
- Delivered end-to-end UI designs using Adobe XD and Illustrator—creating reusable design components and improving dev collaboration.
- Led usability testing cycles and feedback integration, enhancing user satisfaction and reducing friction across key flows like ticket purchase and discovery.
- Built design system foundations ensuring visual consistency and scalability across product features.
- Partnered with cross-functional teams in agile sprints to rapidly prototype and launch features that boosted engagement and improved conversion metrics.

PROJECTS

Boston Community Pediatrics | Project Manager, Design Lead

SEPTEMBER 2024 - PRESENT, BOSTON

- Led a cross-functional team of 14 to redesign the SNAP benefits renewal experience, managing task delegation, project timelines, and stakeholder communication.
- Conducted qualitative research and co-creation workshops; translated insights into journey maps and a comprehensive service blueprint.
- Designed an integrated onboarding and support system combining digital (Figma prototype) and physical (print material) touchpoints to ensure accessibility across user needs.
- Used real-time usability testing to iterate on both formats, contributing to a 40% reduction in support errors and improved user clarity throughout the renewal process.

Creature Conserve Project | Project Manager

JANUARY 2024 - MAY 2024, BOSTON

- Managed a 12-person interdisciplinary team to design student-centric Art-Sci collaboration programs.
- Developed a student engagement strategy, visual storytelling framework, and outreach materials using Figma and FigJam.
- Achieved 25% cost savings and optimized over 240 hours through efficient team workflows and timeline management.

EDUCATION

Massachusetts College of Art and Design | Master of Design in Design Innovation

SEPTEMBER 2023 - PRESENT, BOSTON

- Cross-Registration - MIT | AI Ventures

National Institute of Fashion Technology | Digital Media and Visual Communication

SEPTEMBER 2018-MARCH 2019, INDIA

Footwear Design and Development Institute | Bachelor of Design in Accessories Design

JULY 2013 - JUNE 2017, INDIA