

MANVI SINGH

UX/UI Designer

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EDUCATION

MASSACHUSETTS COLLEGE OF ART AND DESIGN, BOSTON

MAY 2025

Master of Design; Major in Design Innovation | GPA: 4.0

FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE, NOIDA

JUN 2017

Bachelor of Design; Leather Goods and Accessories Design | GPA: 7.0

SKILLS

Strategy & Leadership: Design Strategy, Stakeholder Management, Team Mentorship, Agile/Scrum, Workshop Facilitation.

Research & Analysis: Heuristic Evaluation, Competitive Benchmarking, Task Analysis, Usability Testing, User Journey Mapping.

Design & Technical: Information Architecture, Interaction Design, Responsive Web Design, Accessibility (WCAG), HTML/CSS/JS

Tools: Figma, Axure RP, Adobe CC (Photoshop/Illustrator), Miro, UserTesting, Jira.

Certificates: Generative AI for UX (IBM) · Google UX Foundations · Digital Media & Visual Communication (NIFT)

LEADERSHIP EXPERIENCE

- **Boston Community Pediatrics (Design Lead):** Directed a 14-member cross-functional team to build a bilingual SNAP system. Orchestrated UX strategy, facilitated stakeholder workshops, and led multi-round usability testing.
- **Mandarin Rose:** Led identity and narrative design across platforms, contributing to a 25% increase in customer acquisition.

WORK EXPERIENCE

MASSACHUSETTS COLLEGE OF ART AND DESIGN, BOSTON

JUN 2025 - PRESENT

UX/UI Designer

- Spearhead the UX overhaul of the Youth Programs platform. Defined the roadmap and milestones, resulting in a 91% task completion rate (up from 58%).
- Collaborate directly with administrative leads and engineering teams to gather requirements, defending design decisions through data-backed presentations and usability reports.
- Implement User Centered Design (UCD) best practices to create task flows and high-fidelity prototypes that are aligned with technical feasibility and business goals.
- Conduct rigorous usability testing and synthesized feedback to refine interaction patterns, ensuring compliance with accessibility standards.

MALUKA HANCRAFTED ACCESSORIES (KIOFKI ENTERPRISE), INDIA

NOV 2021 - JUNE 2023

Founder and Lead UX Designer

- Founded and scaled a D2C e-commerce startup from 0 to 1. Owned the entire product lifecycle, brand strategy, and P&L, generating \$120K+ revenue in 18 months.
- Converted business goals into UX requirements, designing a custom e-commerce platform that improved conversion rates by 28% through A/B testing and behavioral analysis.
- Built a scalable design system (200+ assets) to streamline feature releases, reducing design-to-development time by 35%.
- Conducted competitive benchmarking and user interviews to define personas, ensuring the product narrative resonated with the target demographic.

SILVERLINE PRODUCTIONS LLC, INDIA

MAR 2019 - MAY 2023

UX Designer

- Designed complex digital solutions for government clients, including the Aarogya Setu app (114M+ users). Created Information Architecture and task flows for high-traffic, multilingual environments.
- Delivered solutions for enterprise clients (\$50M+ revenue impact), effectively communicating design rationale to non-design stakeholders to secure approvals.
- Developed reusable documentation and storytelling frameworks that improved team efficiency by 40%, fostering a cohesive delivery environment.
- Acted as a key design resource, guiding junior team members on visual principles and interaction standards across 40+ digital projects.

WHOOPLY ENTERTAINMENT, INDIA

AUG 2017 - FEB 2019

User Interface Designer

- Partnered with developers to ensure pixel-perfect implementation of responsive layouts, maintaining strict adherence to iOS/Android guidelines.
- Created high-quality visual assets and component libraries using Adobe Suite and prototyping tools.