

Manvi Singh

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EXPERIENCE

Digital Marketing Strategist

MassArt, Boston / July 2025 - Present

- Design and execute cross-channel campaigns using Mailchimp, Planable, and GA4, improving registration and engagement through behavioral analytics and funnel analysis.
- Built UTM-tracked GA4 dashboards for insight visualization of reach, conversions, and accessibility (WCAG) metrics.
- Aligned creative and brand messaging via co-creation and stakeholder workshops, increasing click-through rates by 30%.

User Experience Designer

Kiofki Enterprise (Maluka), India / November 2021 - June 2023

- Led foundational and mixed-methods research with journey mapping and persona development, driving a mobile-first D2C e-commerce launch generating \$120K+ revenue in 10 months.
- Shipped hi-fi prototypes in Figma informed by A/B testing and behavioral analytics, improving checkout completion and usability.
- Built Tableau and SQL dashboards for sales trends and insight storytelling, contributing \$80K+ additional revenue.

Digital Experience Designer

Silverline Production, India / March 2019 - October 2021

- Conducted contextual inquiry and affinity mapping to design campaign microsites and video activations for global brands.
- Collaborated across teams to prototype in Adobe XD/Illustrator, enhancing narrative clarity and reducing approval time by 25%.

UI Designer

Whoopy Entertainment, India / August 2017 - February 2019

- Designed and tested UI components, motion assets, and graphics in Adobe XD, improving accessibility and engagement by 20%.
- Applied heuristic evaluation and usability testing to refine user flows and strengthen interaction design consistency.

EDUCATION

Master of Design (Design Innovation)

MassArt / September 2023 - May 2025

Continuing Ed (Digital Media and Visual Communication)

NIFT / September 2018 - March 2019

Bachelor of Design (Leathergoods and Accessories Design)

FDDI / July 2013 - June 2017

TECHNICAL SKILLS

Design & Prototyping: Figma, Sketch, Wix, Framer, Adobe Photoshop, Illustrator, XD, Aftereffects, Canva, Zeplin, Bolt

Research & Testing: Qualtrics, Dovetail, Maze, Miro

Data & Analytics: Tableau, Google Analytics (GA4), SQL

Language: HTML, CSS, JSS, Python

Collaboration & Workflow: Figjam, Slack, Notion, Jira, Agile

Generative AI & Automation: ChatGPT, Midjourney, Firefly, Runway ML, UXPilot, Cursor