

Manvi Singh

Product UX Designer

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Skills

Interaction Design • Systems Design • Visual Design • Prototyping • Mobile & Web Design • Design for AI • User Research • Usability Testing • Journey Mapping • Workshopping • Data-Informed Design • Stakeholder Management • Cross-functional Collaboration • Design Advocacy • Figma • Adobe Suite • Google Suite • Microsoft Suite

Experience

JUNE 2025 - PRESENT - BOSTON, MA (REMOTE)

MassArt - UX Designer

- Led **end-to-end redesign** of youth program registration platform; conducted usability research and delivered prototypes that increased task completion from **20% → 76%**.
- Designed **multi-role platform experiences** for students, families, admin staff, and program coordinators giving each role a focused, task-appropriate interface.
- Mapped **end-to-end operational workflows** with coordinators and admin staff, identifying pain points in registration management and delivering solutions that reduced coordination overhead.
- Established **scalable design framework** and reusable component system; advocated for UX best practices across engineering and product teams.
- Balanced competing technical constraints and stakeholder priorities, communicating **design trade-offs** clearly to align teams while maintaining **WCAG accessibility standards**.

NOVEMBER 2021 - JUNE 2023 - GHAZIABAD, INDIA

Kiofki Enterprises - Product Designer

- Designed and launched **end-to-end e-commerce experience**, product discovery, checkout, and brand storytelling, grounding design decisions in customer needs to generate **\$8K+ in monthly revenue**.
- Built a cohesive **visual and interaction system** across packaging, website, and marketing channels ensuring consistent experience across all customer touchpoints.
- Analyzed customer behavior via **Tableau dashboards** to surface insights around discovery and conversion, enabling **data-informed design improvements** across key journeys.

JANUARY 2020 - OCTOBER 2021 - GURUGRAM, INDIA

DeHaat - Visual UX Designer

- Applied **user-centered design principles** to improve product discovery and engagement across a 30M+ user agricultural marketplace, spanning mobile and web.
- Designed **agent-facing support dashboard** enabling customer service representatives to resolve farmer complaints and guide users through complex issue workflows, reducing cognitive load for high-frequency, high-stakes tasks.
- Reimagined onboarding, browsing, and checkout journeys, incorporating **usability findings and metrics** to reduce abandonment and improve task completion.
- Applied **systems-level design thinking** to translate intricate agricultural support workflows into high-density interfaces, balancing agent efficiency, technical constraints, and business requirements.
- Partnered with PMs, engineers, and researchers to **assess trade-offs** and translate complex workflows into intuitive, scalable interfaces across multiple digital products.

Education

SEPTEMBER 2023 - MAY 2025 - BOSTON, MA

MassArt - (M.Des) Master of Design in Design Innovation

- Cross-Registration at MIT AI Ventures
- **Relevant Coursework** - Human-Centered Design, UX Research & Ethnography, Interaction Design & Storytelling, Prototyping Lab, Product & Service Innovation, Business Models & Stakeholders, Brand Development

JULY 2013 - JUNE 2017 - NOIDA, INDIA

FDDI - (B.Des) Bachelor of Design in Leathergoods & Accessories

Certificates

- Generative AI for UI/UX Design - IBM
- Foundations of UX - Google
- Conversational Design - Conversational Design Institute
- Digital Media & Visual Communication - National Institute of Fashion Technology, Bangalore, India