

# MANVI SINGH | UX/UI DESIGNER

ssinghmanvi@gmail.com | Brookline USA | (978)-2090595 | [Portfolio](#) | [LinkedIn](#)

## Skills

- |  |   |  |   |
|--|---|--|---|
| <ul style="list-style-type: none"><li>• UX Design</li><li>• UI Design</li><li>• Usability Testing</li><li>• UX Research</li><li>• Accessibility</li><li>• Wireframing</li><li>• Prototyping</li><li>• Interface Design</li></ul> | <ul style="list-style-type: none"><li>• Photoshop</li><li>• XD</li><li>• After Effects</li><li>• Miro</li><li>• Google Suite</li><li>• Wix</li><li>• User Flows</li></ul> | <ul style="list-style-type: none"><li>• Framer</li><li>• HTML/CSS/Javascript</li><li>• Project Management</li><li>• UX Documentation</li><li>• Stakeholder Presentation</li><li>• Design Systems</li><li>• Brand Design</li><li>• Systems Thinking</li></ul> | <ul style="list-style-type: none"><li>• Cross-functional Collaboration</li><li>• Agile Workflows</li><li>• Product Strategy</li><li>• User Interviews</li><li>• Figma</li><li>• Persona Development</li><li>• Adobe Illustrator</li></ul> |
|--|---|--|---|

## Experience

**Graduate Assistant and Teaching Assistant** | Massachusetts College of Art and Design - Boston | 10/2023 - Current

- Streamlined UX workflows by integrating Colleague and Qualtrics, **improving onboarding for 200+ users**.
- **Facilitated 5+ portfolio workshops** and provided one-on-one design **mentorship to 28 students**.

**Co- Founder, UI/UX Designer** | Maluka Handcrafted Accessories - India | 02/2021 - 06/2023

- Prototypes and designed a mobile-first eCommerce website in Figma, **conducted 3 rounds of usability testing** with early customers, and built the final experience using Wix.
- **Handcrafted 40+ original accessory products**, incorporating qualitative feedback from 100+ customers 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.

**UI Designer** | Whoopy Entertainment Pvt Ltd - India | 08/2017 - 12/2020

- Designed Catalyst app, a consumer-facing SaaS platform for music streaming and concert ticketing, focused on intuitive UX across mobile and desktop with **30+ UI screens**.
- Delivered interactive design handoffs using Adobe XD and **HTML/CSS/JavaScript** prototypes, enabling seamless iteration with developers.
- Assisted in **4 full usability testing cycles with over 50 participants**, enhancing user satisfaction and reducing friction across key flows like ticket purchase and discovery.
- Established an accessible design system with scalable components, ensuring **WCAG-compliant experiences across 15+ features**.
- Collaborated in **agile sprints across a 10-person team**, establishing 10+ major product features that increased feature adoption and user experience.

## Education

Massachusetts College of Art and Design | Boston | Expected 05/2025

**Master of Design:** Design Innovation

- Cross-Registration - MIT | AI Ventures
- 8+ UX case studies completed

National Institute of Fashion Technology | India | 03/2019

**Digital Media:** Visual Communication

Footwear Design and Development Institute | India | 06/2017

**Bachelor of Design:** Leather Goods and Accessories Design