

Sohil Mansuri.

UX Design Manager / Lead [Portfolio](#) ↗

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With **9 years+** of experience shaping products that enhance both user experiences and business outcomes, I specialize in transforming ideas into meaningful and delightful experiences. Fueled by curiosity and a deep passion for design strategy and storytelling, I thrive on hands-on work, engaging with people and emphasizing. My strengths lie in creativity, multidisciplinary design expertise, in-depth research and analysis, and attention to detail.

Work Experience



User Experience Design Manager / Lead

[OnlineSales.ai](#), Pune | Feb 2024 - Present • 1 yr 3mos+

Swiggy • Disney+Hotstar • Zepto • Snapdeal • Ajo • Tata 1mg • Firstcry • Hyundai Skoda • Mahindra

- Reduce feature time to market by ~50% through streamlined design & scalable systems.
- Increased user satisfaction by 35% in six months.
- Designed features that improved client demos, onboarding, and accelerated acquisition.
- Built and led a **Design Ops team** to maintain systems, monitor journeys, and apply data insights.
- Launched initiatives - Design Workshops & Cafes to drive collaboration and growth.

FREELANCE

Freelance Product Designer

Barcelona, Spain | 2022 - Jan 2024 • 1 yr 5mos

- Worked with startups and SMEs to create user-centered designs, conducted UX audits, identifying pain points and implementing solutions that led to measurable improvements in user retention., improving customer engagement.



Echidna Softwares Pvt Ltd, Bengaluru

Lead UX Designer | 2021 - Nov 2022 • 1 yrs 11mos

Jelly Belly • Michael Kors • Kohl's • Brother Printers • Continental Battery • Pearson Viu • AMP Lighting • Walter Kluwer • Battery Shark • Frontpoint Security • Jessup • IQVIA • VOLT Lighting • Bachman's • Pierce

- Successfully Led and delivered design projects for clients across the globe, majorly across US, Canada & UAE.
- Lead team of designers through end-to-end project across 10+ projects lifecycles for B2B & B2C clients, including discovery sessions, design, delivery, and post-live testing.
- Delivered a redesign for brand "Jelly Belly," achieving a **72%** increase in conversion rate, a **42%** decrease in bounce rate, and a **300%** surge in mobile sales.

▶ Senior UI/UX Designer | 2020 - 2021 • 1 yr

- Added Responsibilities: Handling individual clients accounts from UX perspective and Mentor junior designers, fostering skill development and career growth.

▶ UX Designer | Feb 2016 - 2020 • 4 yrs

- Worked on **15+** projects, growing from a key team contributor to leading design initiatives while maintaining alignment with client objectives. Started by performing UX audits and collaborating with the marketing team to analyze data and provide tailored recommendations. Designed digital products that enhanced user experiences and increased conversion rates.



UI/UX Design Intern

Eduator Technologies, Hyderabad | Apr 2015 - Oct 2015 • 7mos

- Conduct field Research and come up with a Brief for the eBook Store and responsible for designing the "**e-book store**" where students can download free and paid course materials, and additional books and novels for personal development.

Education



Master in User Experience Design

BTS | IL3 - University of Barcelona

Barcelona, Spain | 2022 - 2023 • Grade 9.0



M.Des in Product Design Attended

National Institute of Design (NID)

Ahmedabad | Attended 2012 - 2015



B.E - Mechanical Engineering

CITC - Gujarat University

Anand | 2007 - 2011 (conferred at 2019)

Volunteering

Mentor - IDF Pune Group

Interaction Design Foundation Group

Pune | Feb 2025 - Present

Head - Art Department

& Core committee Member

CITC - Anand | 2007 - 2011

Certification



Accessibility: How to Design for All

(IDF) Aug 2021, Credential ID 104613

Key Skills

Design: User Research • Wireframing • UI Design • Prototyping • Affinity Mapping • Usability Testing • Interaction Design • UX Audits • Visual Design • Experience of collaborating with cross functional teams • Experience working in e-commerce (B2B, B2C, B2B2C) • Strong focus of usability and delivering a long lasting product • Embrace Experimentation and wild ideas

Strategic Thinking: Design Systems, UX Metrics, ROI-focused Design, Cross-functional Collaboration • Communicative • Design Critique • Self starter

Methodologies: Agile, Design Thinking, Lean UX

Interests: Psychology • Sketching • Illustrations • Product Design • System Design • Interior Design • Gamification

Awards:

Star Performer - 2021 | Issued by Echidna Inc.

Star Performer - 2017 | Issued by Echidna Inc.