Manali Panchal, Senior UI/UX Designer

London, United Kingdom, +44 7506622955, manalipanchal0301@gmail.com

---

Nationality	Indian

LINKS Portfolio, Linkdin

PROFILE Creative UI/UX Designer with a background in Communication design, currently working with known consultancy company, bring innovation and scaling businesses. I bring over several years of experience in crafting digital solutions. Specialising in ideation, data-driven approach and adept at aligning product design with business objectives and transforming data into user-centric designs. Proficient in tools like Figma, Sketch, InVision, and Adobe Suite, I am well-equipped to design customer-centric products and services for renowned organisations, contributing to sustainable growth.

EMPLOYMENT HISTORY

Sep 2022 — Present   **UI UX Designer, Analyst, McKinsey & Company**   London

McKinsey Design works with established organisations to imagine, build, and scale new businesses—and develop the capabilities needed to accelerate sustainable and inclusive growth.

User Research

- Developed detailed user personas and user journey maps to guide product design and development
- Conducts comprehensive research, including user interviews, focus groups, and quantitative analysis, on site observations to identify user needs.
- Bring end users voices to customers to help them shape their new product on the market

Design

- Build end-to-end journeys and high fidelity wire-frames from user facing interface (buy-flow, subscription) to targeted users one (employees, B-2-B customers) understanding different stakeholders and business units, complex data.
- Created reusable UI components in Design system, that allowed for faster development and reduced development time by 70%

Collaboration

- Contributes initiatives for knowledge sharing sessions/ documents to optimise goals with clients and internal teams to gracefully deal with setbacks.
- Support and coach customers on how to build a product with a user-centric mindset, collaborate closely with product managers, developers, researchers & marketing teams.

Ownership

- Confidently engages and take leadership in presenting design work, creating culture of transparent and constructive feedback.
- Developed detailed product specifications and user stories to ensure product quality and usability

Jul 2021 — Feb 2022   **User Experience Designer, Science museum London**   London

- Working in a team during our MA studies for neurodiverse audience, applied both qualitative and quantitative analysis techniques to improve special need end-user experiences.
- Collaborated with Psychologist and Communication co-ordinate personnel to create holistic UX vision and strategies.
- Conducted interviews with research and observed child user behavior to develop user journey map; defined pain points and opportunities for design journey.
- Designed, Prototyped, Tested and Delivered an Tangible immersive solution for visit of Autistic Individuals in Museums.
- Created user flows and storyboards to illustrate the user journey and ensure a seamless user experience
- Developed a virtual reality (VR) experience that immerses the user in a XD environment, resulting increase in user retention
- Conducted on ground usability testing to assess the user experience and ensure the game is intuitive and user-friendly

Apr 2021 — Jun 2021   **User experience Designer, This Ain't Rock'n'roll**   London

- Working in a team during our MA studies, collaborated with TARR to design a system for materializing blockchain technology using the Algorand blockchain network, to creating groundbreaking presence for culture and causes

- Achieved effective solution using co-design methods and research to develop an immersive and engaging scenario, focusing more on human relations and building a collaborative culture.
- Devised diagrams to outline system interactions and sequences underpinning interfaces. Created maps, models, and templates for to achieve organizational skills and and strong communication.

Feb 2021 — Mar 2021	**User experience Designer, Victoria and Albert Museum.**	London

- During MA studies, worked on live brief in a team of three to help Victoria and Albert Museum design a sensory, embodied experience of V&A's online collection. Utilized a hands-on approach to practice user-centred design methods, design thinking skills, team collaboration, rapid prototyping. Design outcome had both physical and digital aspects, making meaningful and involving experience for users.
- Created UI designs for mobile with mid fidelity wireframes and prototypes in Figma and Invision.
- Additional skills we used were building objects through origami, AR/VR, software like Adobe Aero, After effect, Photoshop.

Jan 2018 — Jan 2020	**Business Co-Owner, Brand Design Head, VFL-Fitness Centre**	Udaipur

- Led the brand strategies and client relationships as one of the principal owner, Company had over 600 clients directly or with advertisement & marketing.
- Demonstrated entrepreneurial and leadership prowess by strategically networking and cultivating business opportunities, establishing a unique niche in empowering women's fitness.
- As a Brand design head I was responsible to increase gross revenue through networking, and introduction of new systems and marketing.
- Improved community awareness of health and fitness brand by tripling the number of joint ventures.

Apr 2017 — Jan 2018	**Brand, Strategy & UI/UX Designer, Leaf Design**	Mumbai

- Worked for several Branding, Wayfinding and Digital design projects as a Visual designer.
- Worked on building end to end journey of travel industry with seamless UI/UX solutions to book experience and tailor by preferences, also received Indigo Award Winning Project – Veena world.

EDUCATION

Oct 2020 — Feb 2022	**Masters in Arts, University of the Arts London, LCC**	London
	Grade: A- (Distinction)	

Jul 2012 — Mar 2017	**B.Des. Communication Design, MIT ADT University**	Pune
	Grade B+	

SKILLS

User research methodologies	Information Architecture
Design patterns	Accessibility
Design system	Working with data
Prototyping	Technical limitations
Defining Problems	Visual design

TOOLS

- Product Design: Figma, Sketch, Invision
- Discovery: Miro, FigJam, Dovetail
- Work management: Jira, Confluence
- Adobe Suite: Illustrator Photoshop, Illustrator, In design, Premier

---

COURSES

Jan 2024	**How to design for Accessibility (WCAG 2.2), Udemy**

Apr 2024	**AI For Everyone, DeepLearning.AI**

Mar 2024	**Google UX Design Professional Certificate, Google**

LANGUAGES

English	Highly proficient	**Hindi**	Native speaker