

Mansi Arora

+91 8600596666

hello.mansiarora@gmail.com

Portfolio: <https://mansiarora.framer.website>

Behance: <https://www.behance.net/mansiarora20>

LinkedIn: www.linkedin.com/in/mansi-arora20

Professional Summary

Results-driven Graphic and UI/UX Designer with experience designing web platforms, brand systems, and digital assets for startups and established brands. Adept at wireframing, prototyping, and responsive design, with proven success creating scalable systems for diverse industries. Strong command of Figma and Adobe Creative Suite with growing skills in 3D and motion design tools to enhance interactivity.

Core Skills

- UI/UX Design (Wireframing, Prototyping, User Flows, Responsive Design, Accessibility)
 - Visual Design (Brand Identity, Typography, Packaging, Digital Collateral)
 - Tools: Figma, Adobe Illustrator, Photoshop, InDesign, Lightroom, Procreate, Blender, Spline, SketchUp
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Experience

Visual & UI/UX Designer - Umitech (*Jul 2025 – Present*)

- Developed a complete brand identity system (logo, guidelines, corporate stationery) now implementing across all corporate communications.
- Designing a responsive website (in progress) with a focus on usability and accessibility.
- Creating investor decks and internal pitch materials, improving stakeholder engagement and supporting fundraising conversations.

Graphic & UI/UX Design Intern - Broadvision Perspectives & Studio56 (*Jan 2025 – Jun 2025*)

- Directed end-to-end design for two global websites, from UX research and flow mapping to high-fidelity UI design and developer-ready prototypes.
- Mapped user journeys and conducted usability testing, identifying friction points that streamlined navigation and reduced bounce rates.
- Integrated interactive 3D elements (Spline), improving engagement and average session duration.

Graphic Design Intern - India Design Project (*May 2024 – Jul 2024*)

- Designed social media campaigns and in-app banners for Flipkart & Spoil, contributing to campaigns that reached 10K+ users.
- Delivered brand assets for cafes (Chafa, German Bakery), aligning visuals with premium and sustainable positioning.
- Collaborated in client meetings and pitches, sharpening communication and cross-functional teamwork skills.

Brand Designer - ByteOrange (*Nov 2023 – Jun 2024*)

- Created logos, visual identities, and marketing collateral for startups- Jericho Alternatives (finance) and AIR (AI startup).
 - Delivered digital-first design systems that improved brand recognition and credibility.
 - Produced scalable brand assets for digital and print, ensuring seamless cross-platform execution.
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Key Projects

Yellow – Sustainable Petwear Brand

- Developed brand guidelines, eco-friendly packaging, and custom illustrations to position Yellow as a premium, sustainable pet fashion label.

Zenchai – Calligraphy Branding

- Designed a visual identity system for a premium tea house, merging Indian and Asian influences with bespoke typography and packaging.

Mayhem – Fashion Film

- Oversaw art direction, set design (SketchUp), and visual storytelling, ensuring creative alignment across production teams.
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Volunteer & Leadership Work

- Alumni Meet '24 – Designed garment displays for 4+ alumni brands, from concept to final execution.
 - Slidin' – Social Hub Prototype – Created wireframes, layouts, and color systems for a Gen-Z networking platform.
 - Ears Truly (Grad Film) – Led art direction team, managing set design and cross-department coordination.
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Education

MIT ADT University, Pune

Bachelor's in Fashion Design (2021–2025)

Certifications

- UI Design Bootcamp: Typography, Colour, and Grids – Udemy
- Ultimate Blender 3D Character Creation & Animation – Udemy