



Mansi Virola

PRODUCT DESIGN | UX/UI DESIGN

Pixel storyteller, turning ideas into engaging digital experiences.

Portfolio Link
www.mansivirola.com

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SOCIALS

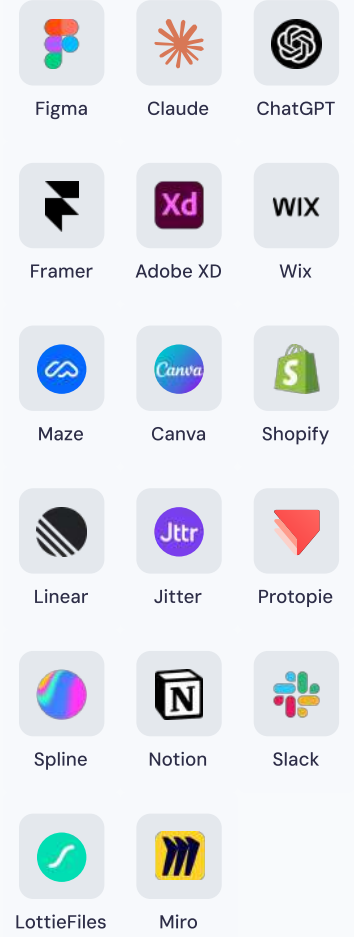
Behance
www.behance.net/mansivirola

Linkedin
www.linkedin.com/in/mansi-virola/

LANGUAGES

English Native
Hindi Native
Marathi Native
Gujrati Conversational

TOOLS



EDUCATION

UX/UI Design from scratch
Designerrs academy
2021

Bachelors in Management studies (Marketing)
Vaze Kelkar College
2018 - 2021

Summary

Product Designer with 5+ years of experience creating intuitive mobile and web products across SaaS, eCommerce, fintech, crypto, AI-powered products, and data-heavy platforms. Skilled in user research, UX strategy, information architecture, wireframing, prototyping, interaction design, motion design, design systems, and high-fidelity UI.

I work closely with product and engineering teams to turn complex problems into simple, user-friendly experiences that improve adoption, engagement, retention, and business outcomes.

Experience

Product Designer II
Provue (Pazago), Andheri
Jun 2025 - Mar 2026

- Led **end-to-end product design** for an **AI product**, from **user research** and interviews to final UI delivery.
- Turned user insights, business goals, and product requirements into clear, practical design solutions.
- Conducted **usability testing** and used findings to improve key user journeys and product decisions.
- Created **user flows, wireframes, high-fidelity UI**, and **interactive prototypes** in **Figma**.
- Collaborated** closely with **product managers, developers**, and **stakeholders** to define features and ensure smooth design handoff.
- Maintained and scaled the **design system** to improve consistency, efficiency, and product quality.
- Designed improvements that strengthened **onboarding**, increased **product adoption**, and supported better **user retention**.

UX/UI Designer | Product Designer
Freelance
Mar 2021 - Present

- Managed **multiple design projects** from **concept to delivery**, meeting **deadlines, budgets**, and **quality standards**.
- Improved user experience** through **feedback-driven design updates** and streamlined workflows that **reduced turnaround time**.
- Created high-quality mockups, presentations, and promotional materials that aligned stakeholders and minimized revisions.
- Designed brochures, flyers, product catalogues, packaging, logos, and other marketing assets while maintaining brand consistency.
- Built **responsive websites** and **digital experiences** using Shopify, Wix, Figma, and Adobe tools.
- Designed **Amazon storefronts** and branded digital assets that **improved product discovery**, strengthened **brand presence**, and increased **user engagement**.

UX/UI Designer
OnelImpact, Remote
May 2024 - May 2025

- Designed **responsive web and mobile experiences** that worked smoothly across devices and screen sizes.
- Presented UX concepts and design recommendations to **senior stakeholders**, clearly explaining the reasoning behind key decisions.
- Used **web analytics** and **user behaviour insights** to identify opportunities and improve existing product features.
- Conducted **user research** to uncover pain points and translate findings into practical, **user-centred solutions**.
- Mentored junior designers and supported them with feedback, guidance, and design best practices.
- Created **design guidelines** that improved **brand consistency** and streamlined the design process.
- Balanced creativity, user needs, and business strategy to support marketing goals and overall **product growth**

UX/UI Designer
Converge2Digital (France), Remote • Defunct
May 2024 - May 2025

- Designed **custom websites** and **100+ high-converting landing pages** tailored to client and business goals.
- Conducted **user research** to understand audience needs and guide design decisions.
- Collaborated** with clients, developers, marketers, and other stakeholders throughout the design process.
- Presented design concepts in client meetings, clearly communicating ideas, rationale, and recommendations.
- Delivered polished, high-quality design solutions **on time** and **within budget**.

Intern Operations Manager
Anmol Baby Carriers, Mulund
Jan 2021 - Apr 2021

- Managed the **Shopify website**, including **design updates** and **day-to-day backend operations**.
- Handled **product uploads, order processing**, manufacturing requirements, and order fulfillment.
- Tracked **profit and loss** to support better business decisions.
- Helped **maintain smooth operations** and a **seamless customer experience**.

Business Development Intern
Academy of Pastry & Culinary Arts, Andheri
Jan 2020 - Aug 2020

- Supported **customer prospecting** and outreach for products and services.
- Assisted with **sales activities, client follow-ups**, and portfolio management.
- Helped identify new **business development** and marketing opportunities.
- Contributed to promoting the company and its offerings through marketing initiatives.

Skills

