

Manish Ray

Sr. Product Designer

CONTACT

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EDUCATION

IIIT Bhubaneswar

April 2016 - April 2020 / Bhubaneswar

B.Tech. - Computer Engineering

SKILLS

Tools

Figma, Adobe Suite, Framer, Protopie, Claude, Cursor, MCP workflows

Visual & UI

Design Systems and Tokens, Motion and Micro-Interactions, Responsive and Mobile

Product & UX

User Flows and Research, Usability Testing, Accessibility, A/B Testing, Rapid Prototyping

CERTIFICATION

Human Factors International

Certified Usability Analyst

EXPERIENCE

Sr. Product Designer - Blox

September 2023 - Present / Mumbai

- Devised the workflow of an **AI virtual assistant** to guide home buyers through initial property searches, achieving an **average session duration of 8 minutes**, indicating strong user interests.
- Drove the creation of a design system encompassing the CRM, website, and broker app to boost brand recognition; this initiative **reduced design inconsistencies by 60%** across all platforms.
- Crafted interactive prototypes using Figma for **three major RM App updates**; these enhancements led to improved user feedback scores, showcasing a **30% increase** in overall satisfaction ratings.
- Led the transition to a paperless practise by implementing a digital booking system, increasing efficiency of **RMs by 30%**.

Sr. Product Designer - Revo

March 2023 - September 2023 / Delhi

- United a **team of 7 designers** to improve the performance of the Revo app; personally led 8 design sprints, increased individual designer **productivity by 10%** on sprint tasks.
- Spearheaded the redesign and **successful launch of V2** of the platform, used by thousands of stakeholders, enabling the shipping of **15 new features** based on customer feedback.
- Interviewed **15+ users** across **USA and Canada** to identify pain points in the existing user interface, which informed the development of three new key features on the platform.

Product Designer (Founder) - Borderfree Technologies

January 2021 - September 2023 / Delhi

- Designed customer-facing payment flows within a cross-border e-commerce platform, resulting in a **15% increase** in successful transaction rates and a **10% reduction** in cart abandonment annually.
- Owned the creation of brand standards, design systems and building sites, leading to development of **3 new websites** and **increasing brand recognition by 25%** within six months.
- Launched an initiative to gather qualitative data through **weekly usability tests**, which produced insights from **20+ users** on the new features before each release cycle, ensuring alignment with customer needs.

Product Designer (Founder) - AdmitKard

December 2019 - January 2021 / Noida

- As the founding design member, I established a robust design culture, implemented an agile design process and onboarded 1 team member to design thinking principles.
- Created 'The Ultimate Study Abroad Planning Tool,' an industry-standard report that provided key insights on the education process, achieving **500+ downloads** within the first quarter and a **4.5-star rating**.