

Manali Shivapurkar

Oswego, New York | [Portfolio](#) | [LinkedIn](#)

EDUCATION

M.A. in Human-Computer Interaction at State University of New York at Oswego Graduation Date - May 2025
B.E. in Computer Engineering at University of Mumbai, India Aug 2017 - Jun 2021

PROFESSIONAL SUMMARY

Organized product designer passionate about user-centered experiences, blending empathy and research to create meaningful designs. Experienced in UX/UI design and UX research, with a track record of enhancing digital experiences for brands like Skillmatics, BeerBiceps, and InstaPreps.

PROFESSIONAL EXPERIENCE

State University of New York at Oswego Aug 2024 – Present
Graduate Assistant

- Designing posters, newsletters, and promotional materials for major campus events, enhancing event engagement using Canva and Figma.
- Supervising and providing on-site support for events, utilizing problem-solving skills to ensure smooth operations and resolve issues efficiently.

Skillmatics, Mumbai, India Mar 2022 – Jun 2023

UI/UX Designer

- Led the redesign of USA and India websites, creating wireframes and prototypes in Figma and using no-code tools, reducing development time by 20%.
- Launched landing pages for a seasonal campaign in collaboration with Chick-fil-A, resulting in a 25% increase in user engagement.
- Conducted user research and usability testing, resulting in the successful launch of the 'Build Your Own Bundle' feature, boosting company profits by 10%.
- Performed A/B testing and data analysis to optimize user flows and improve website performance by 30%, gaining expertise in quality assurance, Shopify management, and responsive design.

InstaPrepsAI : The Confidence App, Mumbai, India

Jul 2021 – Oct 2021

Design Intern – Creative Department

- Re-designed screens for the InstaPreps app using Figma, improving user retention and reducing drop-off by 5%.
 - Developed new feature designs, including Refer and Earn, Admin Login Flow, Watch Videos, and Counseling modules, enhancing user experience.
 - Created promotional materials, such as Instagram posters and event certificates, aligning with branding and increasing engagement.
 - Designed interactive flows for booking demo classes, course plans, and forums, contributing to a 15% profit increase for the startup.
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PROJECTS AND CASE STUDIES

Landing page for a Webinar

- Developed a landing page to promote a webinar, emphasizing key event details and facilitating user registrations. Authored and published an article about the project on Medium in October 2021.

An E-commerce App for Drinks

- Designed a mobile e-commerce app to enable users to browse a catalog, locate items, initiate checkout, and complete purchases. Authored and published an article on Medium in November 2021.
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SKILLS

- User Research: User Interviews, Usability Testing, Quality Assurance, A/B testing.
 - Data Analysis: Excel, JASP, Qualitative Analysis, LuckyOrange.
 - Design Tools: Figma, Adobe Illustrator, Balsamiq, Invision, Framer.ai, LucidChart, Miro, Canva.
 - Additional Skills: Journey Mapping, Persona Creation, HTML, CSS, Shopify Management.
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EXTRACURRICULAR ACTIVITIES

- Treasurer, Human-Computer Interaction Organization Club, SUNY Oswego (2024 – 2025).
- Secretary, Digital Creative Team, CESS, Rajiv Gandhi Institute of Technology (2020 – 2021) – Designed promotional materials for events and workshops.
- Graphics Designer, for Sanjay Gandhi National Park, India (Feb 2021 – Feb 2022) – Created awareness materials for various initiatives.