

Manasi Kori

Adelaide, SA | manasikori.au@gmail.com | [linkedin](#) | [Portfolio Link](#)

Professional Summary

Multidisciplinary UI/UX Designer with a background in Architecture and 5+ years of experience solving design challenges to create seamless, intuitive, human-centred experiences. Specialising in delivering end-to-end design solutions for web and mobile, I translate complex business requirements into seamless user experiences through the full design lifecycle. My process spans from initial user research and wireframing to scaling robust design systems and delivering high-fidelity prototypes for rigorous usability testing. I leverage AI-native tools to accelerate my workflow and refine my craft, ensuring that every mobile-first solution I deliver balances sophisticated aesthetics with rigorous WCAG accessibility compliance.

Skills and Competencies

- **Product Strategy:** User Research, User Interviews, Heuristic Evaluations, Persona Development, Storyboarding, Information Architecture (IA), User Journeys, User/Task Flows, Stakeholder Engagement and Cross-Functional Collaboration
- **Execution & System Design:** Low- & High-Fidelity Wireframes and Prototypes, UI Mockups, Responsive/Mobile-First Designs, Usability Testing, Style Guides, Cohesive Design Systems, Visual Design and WCAG Accessibility Standards and UX Principles
- **Design Tools:** Figma and FigJam, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- **AI Stack:** Claude Design & Code, Galileo AI, Adobe Firefly, Stable Diffusion, Uizard, Lovable, Dovetail, Midjourney, Maze AI, Balsamiq
- **Development & CMS Tools:** Framer, WordPress, Shopify
- **Management Tools:** Notion, Jira, Confluence, Microsoft Office Suite and Google Suite

Professional Experience

UI/UX Designer - Contract | Agend, Adelaide SA

July 2026 - Present

Agend is a SaaS Association Management System (AMS) used by associations, not-for-profits, and clubs across Australia. Contributed to a new platform initiative spanning UI/UX, reusable website templates and brand design.

- Designed responsive web and mobile interfaces, wireframes and HTML prototypes using Figma and AI-assisted workflows with Claude Design & Code
- Created reusable, client-specific website experiences with a focus on mobile-first design, accessibility and usability
- Produced brand and marketing collateral including brochures, LinkedIn content and business cards

Freelance UI/UX & Graphic Designer | Adelaide SA

Feb 2025 - Present

Independent design contracts with marketing agencies and brand clients across the healthcare, tech, and lifestyle sectors, delivering branding, visual content, and digital experiences in Figma, Adobe Creative Suite, and Canva

- **Health & Wellness Company | UX/UI Design, E-commerce Optimisation - Adelaide, SA**
Conducted a UX audit for a 50+ audience e-commerce site and redesigned key trust-building pages (Home, About Us) to reduce friction and improve conversion, delivering the work as Figma mockups
- **Private Client | Digital Collage Commission - Adelaide, SA**
Conceptualised and produced a digital collage artwork, transforming a client's image collection into a cohesive, story-driven artwork by exploring composition, texture, and tone across multiple creative directions
- **Auranest | Health & Wellness - Bangalore, India**
Led end-to-end brand identity development, using Midjourney and Adobe Firefly to explore visual directions and produce a scalable design system
- **Pixel Peeps | Marketing Agency - Bangalore, India**
Designed cross-industry brand and social content for clients including DamnGood Studios, Sorath Ortho, Healthirum, and Continual Engine
- **Wevolve Media House | Marketing Agency - Hyderabad, India**
Designed multi-platform social content and translated brand style guides for clients including Cisne and Sai's Institute of Endocrinology, using Claude and Gemini to sharpen direction

User Experience Designer | Echno Technologies Pvt Ltd - Bangalore, India

Aug 2023 - Oct 2024

Small-scale AI and automation consultancy

- Operated as the sole designer across multiple live products, independently owning end-to-end UX from research and wireframes through to developer handoff and QA
- Led the end-to-end UI/UX for an open digital trade network platform enabling B2B transactions across 28 states and 760+ districts in India, removing costly intermediaries through research-driven UX that gave retailers, wholesalers, and distributors a transparent, efficient trading experience
- Designed the responsive landing page for Torani's new flavour launch, translating a standard marketing brief into a gamified, multi-phase experience through custom illustration and motion graphics built in Figma, Adobe Illustrator and After Effects
- Crafted end-to-end mobile and web UI screens for a B2B steel procurement platform, transforming a traditionally manual, call-heavy steel trading process into a structured, transparent digital experience
- Built responsive websites for independent clients by translating their brand identity into a polished, user-friendly digital presence. This included a wellness site for a yoga instructor on WordPress and an e-commerce storefront for a fashion accessories brand using Shopify

Associate UX Designer | Coditas - Bangalore, India

Apr 2022 - Jul 2023

Mid-size UX & quality-focused digital engineering company

- Executed end-to-end UX design of an internal Recruitment Interview Scheduling Platform (enterprise SaaS) in Figma - covering research, personas, user flows, information architecture, wireframes, a custom design system, prototyping and usability testing, while coordinating with developers and stakeholders across iterative cycles, resulting in a reported 30% reduction in scheduling errors
- Designed a mobile banking app for Pepper Money Card targeting India's Tier 2 and Tier 3 cities, conducting competitive analysis, user persona development, and journey mapping to deliver intuitive task flows and high-fidelity UI screens in Figma
- Redesigned key flows for a social currency card app via heuristic evaluation and competitive benchmarking, improving usability and flow clarity in close collaboration with the client
- Redesigned the company website's design vertical to improve content depth and lead retention through user research, competitive audits, and interaction-rich Figma designs.

Associate UX Designer - Internship | Coditas - Bangalore, India

Jan 2022 - Mar 2022

Mid-size UX & quality-focused digital engineering company

- Completed and earned a UI/UX certification by executing a full-cycle capstone project, an e-auction mobile app for vehicle registration number plates
- Executed end-to-end UX process, including primary research with 79 survey participants and 13 user interviews, 4 personas, user journey maps, information architecture, and task flows, through to low-fidelity wireframes, a 30+ screen high-fidelity prototype in Figma, and usability testing with 5 users that drove iterative UI improvements

Junior Architect | Axis Architecture & Interior Design - Bangalore, India

Aug 2020 - Sep 2021

Delivered architectural drawings, design docs and 3D models while planning project schedules, budgets and coordinating with clients and site operations to ensure seamless project execution

Architectural Intern | Axis Architecture & Interior Design - Bangalore, India

Jul 2019 - Jul 2020

Produced 3D renderings and walkthroughs to communicate concepts and secure client approvals. Also developed research and design documentation to drive project proposals and marketing efforts

Education & Certifications

Bachelor of Architecture | CGPA: 8.89

Ramaiah Institute of Technology, India

Google UX Design Professional Certificate

Coursera 2026

Microsoft UX Design Professional Certificate

Coursera 2025

Google AI Essentials

Coursera 2025

UX and interaction design training

Coditas 2022