

Manisha

Product Designer

9205723165

manishaoic07@gmail.com
manisha-kumar-543b36242
manishamk

Technical Skills

User Research
UX Audit
Design Thinking
competitive analysis
Design Systems
Wireframing
UI/UX Design
Visual Design
Interactions Design
Prototyping

ToolBox

Figma
Adobe XD
Use Berry
Chat GPT
Generative Ai Tools
Adobe Photoshop
Adobe Illustrator
Adobe Analytics

Education

UX/UI Designer Course •
Arena Animation (Patel Nagar)

Bachelors of Arts •
Janki Devi Memorial College

HOBBIES

Photography , Reading,
User Research, Painting
and Drawing

Profile

I am a passionate and creative UX/UI Designer with 1.6 year of experience in translating ideas into visually stunning designs. My work reflection of my commitment in excellence, attention to details, and a deep understanding of design principles, wireframing, prototyping and visual designing.

Experience

Group Bayport / Product Designer

March 2024 - Present (Gurgaon)

Collaborating with cross-functional teams—including product managers, developers, and stakeholders—to design for innovative digital products (Coversandall + BannerBuzz + Neon Earth) that align with both user needs and business goals. My approach is deeply rooted in user research and data-driven insights by using tools like Useberry & Adobe analytics, ensuring that every design decision is informed and impactful



- Redesigned multiple projects to improve functionality and user experience.
- Built several projects from scratch, starting with concept and design.
- Created designs based on user research and competitor analysis for better outcomes.
- Revamped features to boost conversion rates:
 - BB: Improved CR (Engaged Visits) by 3.5% .
 - COV: Improved CR (Engaged Visits) by 6.9%
- Collaborated with the team, gathered feedback, and refined designs for better results.

UI Designer (Freelance) -Upwork

March 2023- April 2024

Designed innovative and user-friendly websites as a resourceful UX/UI designer. Delivered successful mobile app design projects, achieving high client satisfaction. Worked closely with clients to understand app needs, target audience, and business goals.Created wireframes, interactive prototypes, and high-fidelity designs using Figma. Applied responsive design principles to optimize user experience across web and mobile platforms.