MANASI KULKARNI

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UI/UX AND PRODUCT DESIGNER

a storyteller, designer, and problem-solver,
blending creativity with strategy

EDUCATION

MS HUMAN CENTERED DESIGN AND ENGINEERING
University of Michigan - Dearborn | 2022 - 2024

B.DES HUMAN CENTERED DESIGN
Srishti School of Design | 2016 - 2020

EXPERIENCE

SENIOR UX DESIGNER
Ally Financial | May 2024 - Nov 2024

- Led a comprehensive redesign of a legacy financial platform, increasing user adoption and enhancing satisfaction scores, utilizing InVisio to develop user flows and wireframes.
- Spearheaded the entire UX process from user research, information architecture, wireframing, to prototyping and usability testing, delivering a seamless user-friendly interface with detailed prototypes.
- Revamped the design system, standardizing components and variables to ensure consistency, scalability, and enhanced accessibility across platforms, with adherence to Human-Computer Interaction principles.
- Presented design concepts and progress updates to senior leadership, clearly communicating the impact of user-centered design to gain stakeholder buy-in.
- Collaborated with accessibility experts to ensure WCAG compliance to enhance inclusivity, thus expanding product reach to diverse user groups.

UX DESIGN SPECIALIST
Lucid Software | Aug 2023 - Dec 2023

- Conducted in-depth user interviews with Lucid customers to chart their journey, which uncovered critical pain points in the document management process and helped structure detailed user interface mockups.
- Led a strategic shift in product analysis by identifying key gaps, including Change Management as a core focus, thus aligning solutions with user needs and enhancing user interface design strategy.
- Contributed to the thorough, user-centered redesign of onboarding and document management, improving user interaction and operational efficiency, supported by detailed storyboards and mockups developed using Sketch and Figma.

UX DESIGN INTERN
Lucid Software | May 2023 - Jul 2023

- Worked in a fast-paced agile environment, iteratively improving designs through user feedback and adapting to evolving project goals.
- Partnered with product managers, stakeholders, and end-users to gather insights, shape design requirements, and present clear, actionable designs during critiques and reviews.
- Credited with developing an innovative communication interface, significantly optimizing the distribution of updates to Enterprise administrators and improving overall efficiency.

LEAD UX DESIGNER
Wongdoody | Apr 2021 - Jul 2022

- Led UX design efforts for Fintech projects, collaborating with product owners, developers, and business analysts to translate complex financial workflows into intuitive and visually compelling user interfaces.
- Played a key role in the design and implementation of different banking processes, resulting in improved user satisfaction and increased efficiency for financial professionals.
- Conducted heuristic evaluations and competitive analysis, staying abreast of industry trends; presented findings in a product meeting to ensure the competitiveness of the products.

UX DESIGNER
Collective Consciousness | Nov 2020 - Feb 2021

UI/UX DESIGNER
The Mint Lab | Feb 2020 - Aug 2020
- Strategized scalable initiatives for the startup, focusing on expanding the UX studio to meet growing demands, optimizing workflows, and enhancing overall efficiency.
- Develop and implement UX strategies aligned with business objectives, resulting in a increased user engagement along with innovative solutions to accommodate increased project volumes and improve the studio's productivity.
- Lead user research and usability testing to gather valuable insights, iterating designs based on feedback.

UI/UX INTERN
Monsoonfish | May 2019 - Jul 2019

EXPERTISE

USER RESEARCH AND TESTING
Interviews, surveys, usability testing, user journey mapping, persona creation, heuristic evaluation

INFORMATION ARCHITECTURE
Sitemaps, user flows, navigation structures, wireframing and task analysis

INTERACTION DESIGN AND DATA DRIVEN DESIGN
Intuitive, user centric interfaces and workflows, prototyping and building interactive demos, monitoring user behavious with analytical tools.

VISUAL DESIGN, DESIGN SYSTEM AND COLLABORATION, ACCESSIBLITY (WCAG. STANDARDS)
Establishing visual hierarchies, grid systems, typography, color theory, creating, maintaining and scaling design systems, designing inclusive experiences, human factors and ergonomics

AGILE AND CROSS FUNCTIONAL COLLABORATION, COMMUNICATION AND STAKEHOLDER MANAGEMENT
Working with product managers, developers and business analysts in agile environments, building stakeholder buy in.

TOOLS

DESIGN, PROTOTYPING, WIREFRAMING, INFORMATION ARCHITECTURE
Figma, Adobe CC, Sketch, Framer, Balsamiq, Axure, Lucidchart, Miro

USER RESEARCH AND TESTING
UserTesting, Maze, Optimal Workshop, Google Analytics

DESIGN SYSTEMS AND COLLABORATION
Zeroheight, Zeppelin

VERSION CONTROL AND COLLABORATION
abstract, Slack, Jira

OTHER EXPERIENCES

UX DESIGN MENTOR AND DESIGNATHON JUDGE
Rice University | Aug 2023 - Present

CAMPUS INVOLVEMENT CONSULTANT
University of Michigan Dearborn | Jan 2023 - Jan 2024

UX DESIGN MENTOR
Designers Academy | Aug 2021 - Jul 2022

ACHIEVEMENTS

PROJECT SELECTED TO BE PRESENTED AT UM TRANSPORTATION INSTITUTE
Center for Conneted and Automated Transportation, Ann Arbor

STUDENT LEADERSHIP AWARD
University of Michigan Dearborn