

MANALI DESAI

USER EXPERIENCE / PRODUCT DESIGNER

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EDUCATION

University of Toronto, Canada Sep 2018 - Jun 2020

Master of Information in User Experience Design

ImaginXP, Pune, India Sep 2017 - Dec 2017

User Experience Design Bootcamp

University of Pune, India Aug 2011 - Jul 2015

Bachelor of Engineering in Information Technology

EXPERIENCE AND LEADERSHIP

Self-employed Remote

Experience / Product Designer Jul 2020 - present

Conducting user research, producing design artefacts, optimising website experience and influencing branding for various small clients.

Ontario Public Service Toronto, Canada

Digital Information Assistant Jun 2019 - Dec 2019

Streamlined business processes and refined information architecture of sites and systems used by 900+ staff and stakeholders. Conducted accessibility review and remediation of websites and 100+ documents to meet AODA standards. Provided actionable insights through design artefacts, tools, and templates to inform stakeholder decision making.

Bitwise Solutions Pvt. Ltd. Pune, India

Programmer Jul 2015 - Aug 2017

Built and improved performance of Enterprise Systems by developing and optimising code. Fixed critical errors in data processing batch. Automated performance monitoring and reporting through scripting.

TouchMagix Media Pvt. Ltd. Pune, India

Research and Development Intern Jul 2014 - Apr 2015

Conducted research to understand the existing market of interactive display solutions. Developed a real-time clothing classification system using C++ and OpenCV, with an accuracy rate of 92.3% upon live testing. Documented insights in reports and review presentations.

PICT IEEE Student Branch Pune, India

Creative Head Mar 2013 - May 2015

Led creative direction for branding and website design of multiple technical events and conferences, registering a footfall of over 3,000 participants. Supervised a team of 80+ student volunteers. Organised a Special Interest Group in design, to encourage regular discourse.

SKILLS

RESEARCH AND DESIGN

Accessibility
Data Analysis
Design Systems
Information Architecture
Journey Maps
Mixed Reality (AR/VR)
Prototyping
Storytelling
Usability Testing
User Interface Design
User Personas
User Research
Wireframes

DEVELOPMENT AND TOOLS

Adobe Creative Suite
Figma / Sketch
InVision
Ab Initio
Arduino
C / C++
HTML / CSS
JavaScript / PHP
SQL
3D Modelling and Printing

AWARDS

IBM iX + Adobe Creative Jam

4th position in a 48hr design jam, with over 100 entries from 30+ universities in North America

LANGUAGES

English, Hindi, Marathi, Kannada, Spanish