


# MANISH MISHRA

Digital Product Designer | UI-UX

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## Skills & Responsibilities

### Skills & Experiences

- ✓ 15+ years of hands-on digital design experience
- ✓ Defining Usability Scenario, Cross channel strategy, User centric approach and interactivity
- ✓ Excellent skills to evolve and evaluate Iterative Design System Management
- ✓ Convincing oral and written communication skills
- ✓ Love managing people and a drive to help them grow personally and professionally, ability of lateral thinking and applying it to understand complex feature sets
- ✓ Ability to lead design teams through successful product implementation across iOS, Android, mobile/web and TV apps.
- ✓ Have a broad design, UX, and strategy toolkit: design thinking and facilitation, lean UX, agile product development, experimentation, design systems, prototyping, and more
- ✓ Knowledge of designing for, and the technical constraints of, multiple platforms (Web, iOS, Android, Windows, etc)
- ✓ Applied experience with design and prototyping tools such as Photoshop, Illustrator, Figma, Adobe XD, InVision, After Effect, Balasmiq, Axure, HTML5, CSS3, JQuery, Confluence, Feedcamp
- ✓ Strong visual intuition with an understanding of marketing collateral design, composition, balance, symmetry, whitespace, and typography. Developing a customized design system to meet results.
- ✓ Eager to thrive in a fast-paced, dynamic agency environment
- ✓ Ability to device an ego-free, highly collaborative, and cross-functional team
- ✓ Have relentlessly high standards for task management within a fast-paced environment

### Process & Practices


Staying on top of the latest industry trends, tools, and processes relevant to the product design industry. Making sure that design process and methodologies are shared, understood, and used throughout the team.

Encouraging and empowering myself and team members to make the biggest impact possible for the organization while reaching professional development goals. Coordinating design efforts and specs with other departments (Sales, Technology, Management).

Supporting efforts in sales initiatives, which can include: prospective client meetings, capabilities discussions, project estimation, assisting with scopes of work and RFP responses Improve productivity and team efficiency by experimenting with processes, workflows, and tools—within the design team and cross-functional teams. Building and fostering relationships with internal teams as well as client's key product stakeholders.

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## Professional Experiences

### Primewayz, Noida, IN (From October 2020)

Digital Product Designer / UI-UX

- Role - Managing ui/ux activities for software solutions ranging from mobile, web and handheld devices, design deck and other documentation design activities.
- Responsibility - Putting UI/UX design roadmap, managing clear execution path, collaborating with execution teams, stakeholders and managing assignments.

### BlockGemini, Bengaluru, IN (From Mar 2020)

User Experience Design Lead

- Role - Managing ui/ux activities for software solutions ranging from mobile, web and handheld devices, design deck and other documentation design activities.
- Responsibility - Putting UI/UX design roadmap, managing clear execution path, collaborating with execution teams, stakeholders and managing assignments.

### MSR, Kolkata, IN (Jan 2016-Feb 2020)

User Experience Design Lead - Digital Product Designer

- Roles - Putting UI design roadmap, managing team, devising clear execution path, collaborating stakeholders and managing assignments.
- Responsibility - Building design system, project roadmap & userflow by the help of key members, distributing and executing ui tasks, providing ui specs, prototype and component assets to development team for integration.

### STPL, Lko, IN (2011-Dec 2015)

Senior Web Designer - UI Design Lead

- Role - Managing web designs, building mockups, templates, converting into html, click through prototypes, generating social media contents.
- Tasks - Collecting client requirements, creating managing all web design and graphical activities including support.
- Achievements - Engaged in new and evolving technologies in web design scenario, Started from Table based fluid & fixed layouts to grid based frameworks by using bootstrap, html5 boilerplate, CSS3 frameworks and components, css pre processors etc. Multi task management, task scheduling and distribution. Elevated as team lead with dedicated approach.

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## Professional Experiences

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### **Schematic Digital, Mumbai, IN (2008-2011)**

Senior Web/Graphic Designer

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### **Triangle Media, Mum, IN (2007-2008)**

Web/Graphic Designer

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### **NewAge Network, Mumbai, IN (2005-2007)**

Web Designer - Intern

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## Academicia & Cetification

**Bachlors Degree (Hon.), Political Science,Bihar**

**BCA, IGNOU**

**Executive MBA in Cyber Marketing**

National Institute of Business Management

Professionally specialized in  
Web & Graphics design, UI/UX, Digital Marketing

**NIIT**

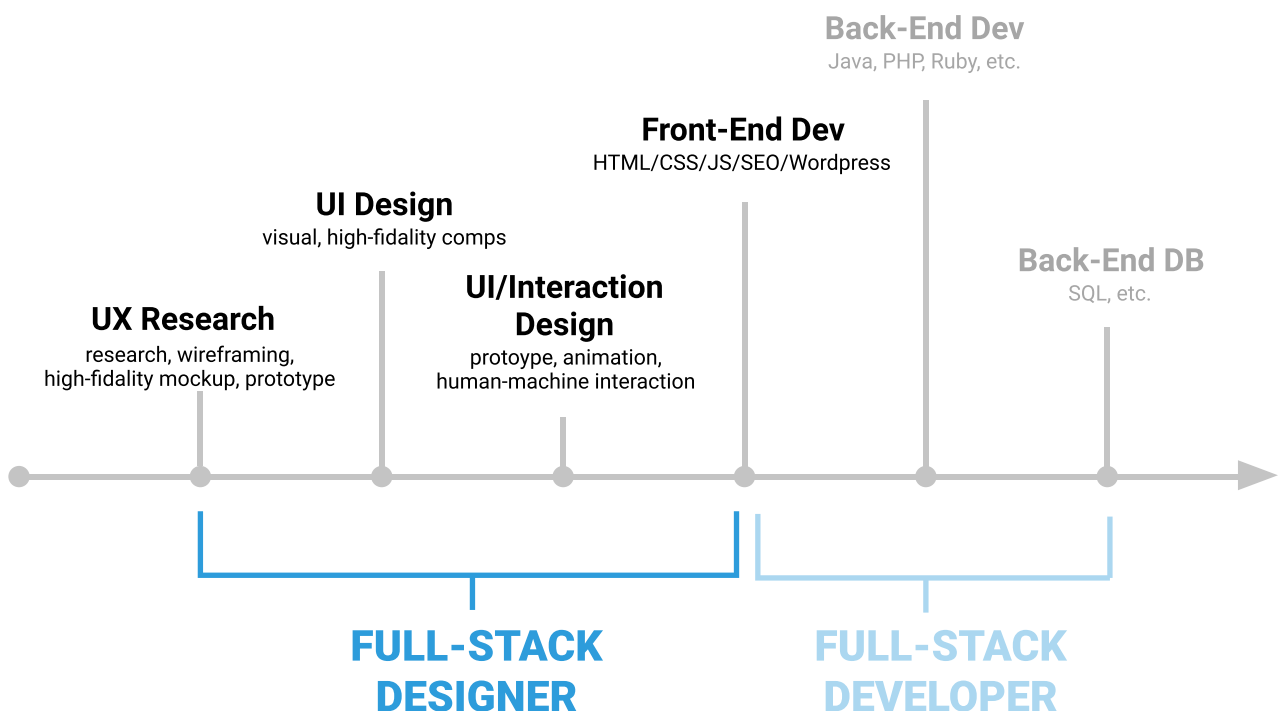
**ARENA**  
MULTIMEDIA

**Udemy**  
"academy of you"

**simplilearn**

**DESIGNLAB**

Years of experience in UI/UX design evolved a well-balanced sustainable discipline and methodologies, my work sequence involves an ideal cycle of ideate, generate, implement and iterate sequence for a better usability approach. Strategized ways to leverage various communication channels including browser, mobile, iPad, and TV. I have worked on wide spectrum of domains including e-commerce, enterprise level application, IoT based mobile,TV and web products, Financial and large scale inventory data analytics interface, Hospitality solutions, SAAS based products, etc.



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## Professional Skills

User Centered Design, Graphic design, Userflow, Sitemap, Sketching / Wireframing, UI Design(Web, Mobile, TV) HTML/ CSS, Sass, Less, React JS, Material UI, JQuery, Wordpress, Responsive Web Design, Rapid Prototyping. Pre-Planning – Research , Establishing the Persona(s), Competitive Analysis, App Flow, Wireframe, Interaction Design , High-fidelity Designs, Implementation & Task Management



## Strong Points

- I'm creative, passionate for crafting details.
- I'm personable and energetic collaborator,
- I'm Motivated to explore and refine
- I've a deep sense of empathy, which guides me to think the solutions
- I embrace experimentation and an avid team player.

## Projects & Clients



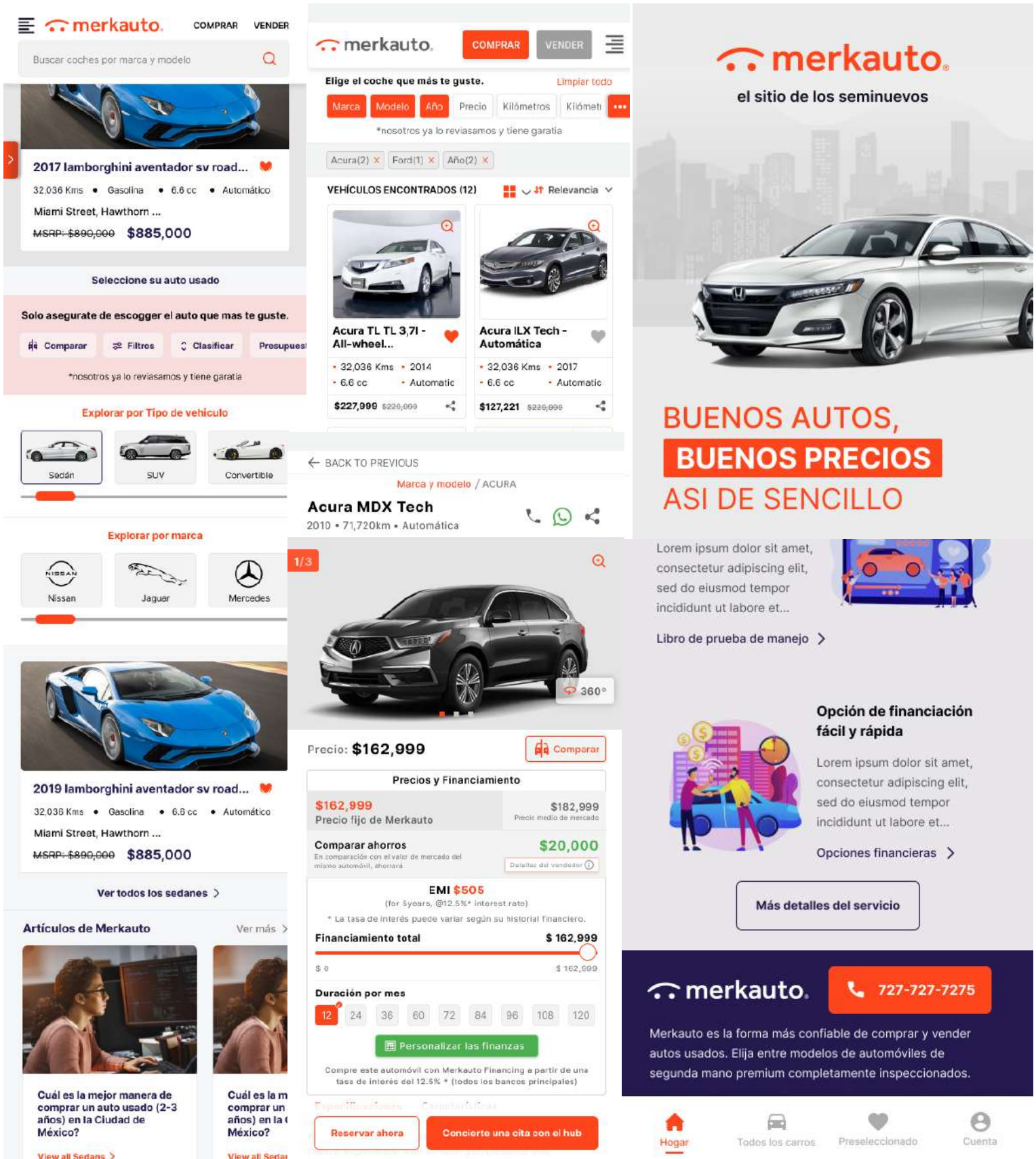
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## Professional Skills

### MERKAUTO - Premium Car Buy and Sell Solution

Discover how we service our clients by understanding their business pains and the journey we take to deliver digital solutions.



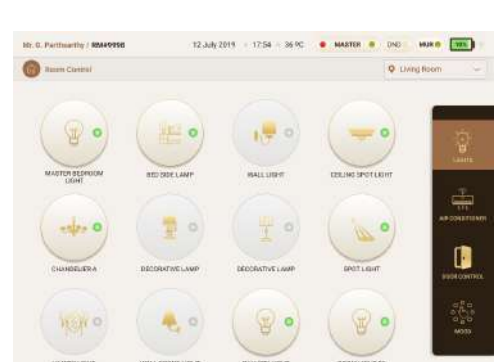
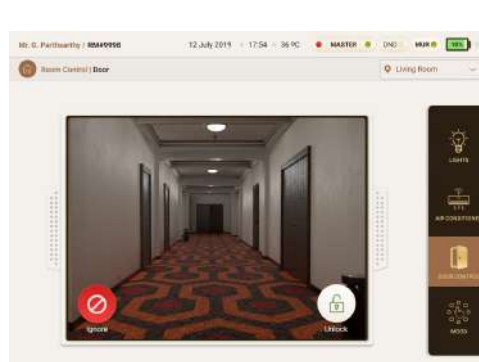
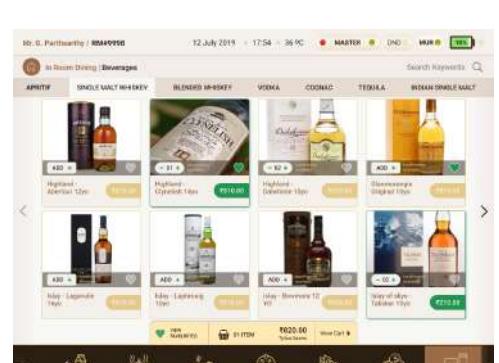
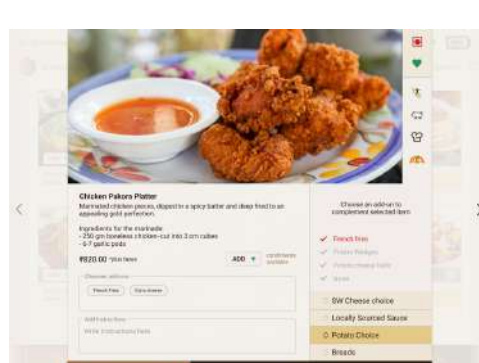
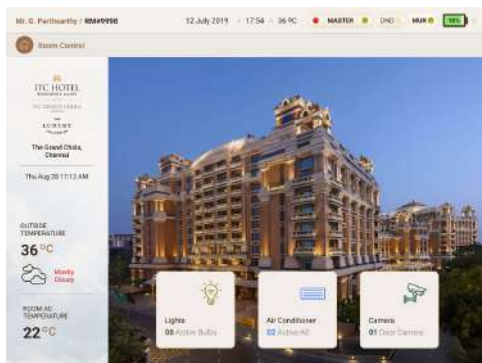
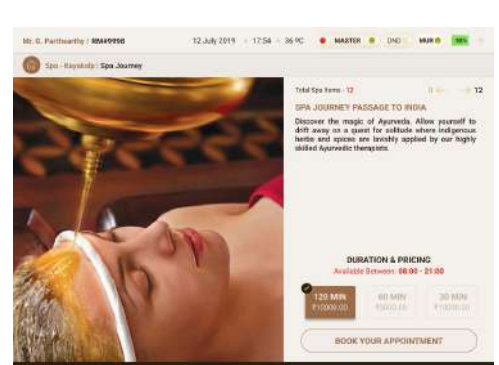
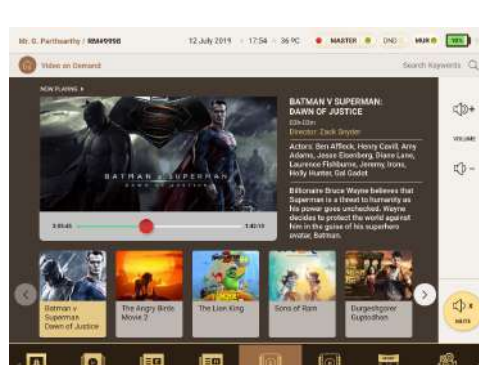
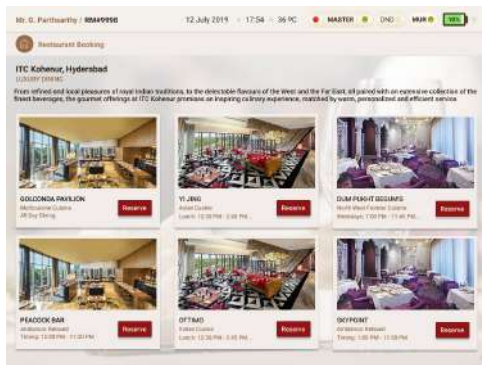
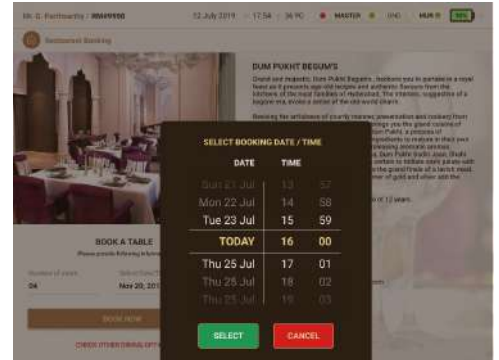


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## Projects & Assignments

Researched and identified problems through stakeholder engagement, designed and validated workflow and UI interface screens through lateral thinking and interactions. Crafted multi-platform(Web, mobile,tv and print) graphics, web applications and mobile apps for various projects.





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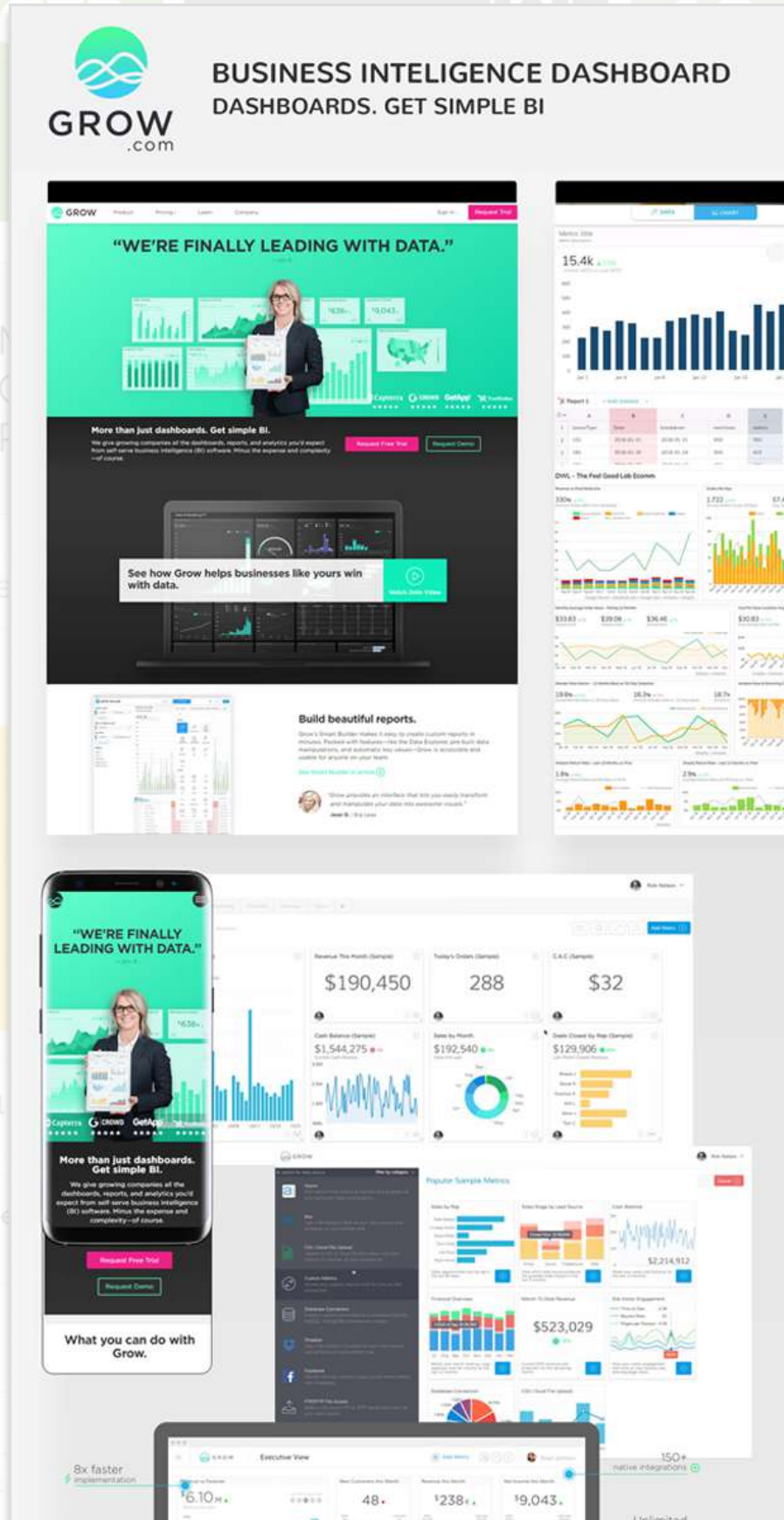
Digital Product Designer | UI-UX

## Projects & Assignments

Hospitality Solutions – TV, IOS, Android Device, Web based content management and activity analysis applications.



grow.com  
Business Intelligence Analytics

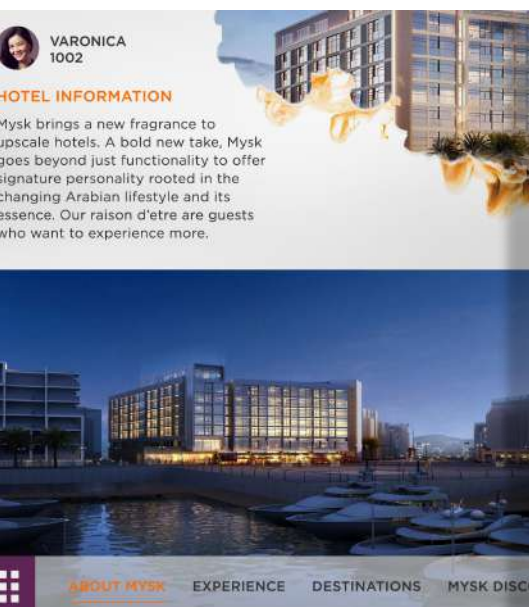
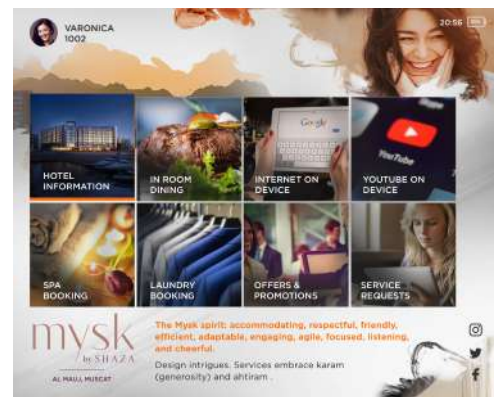
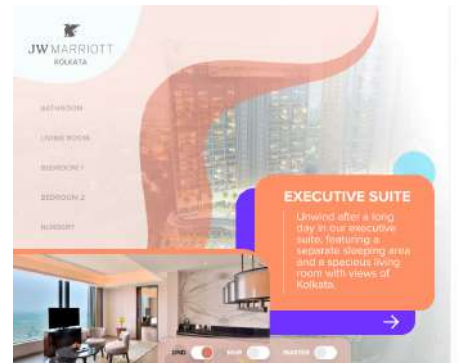




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## Projects & Assignments



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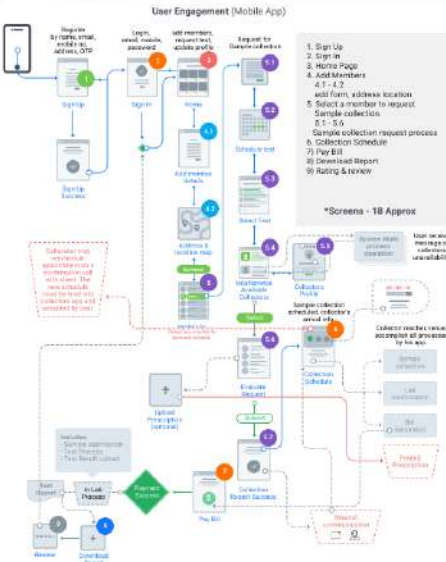
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### Projects & Assignments

02

#### USER JOURNEY MAP

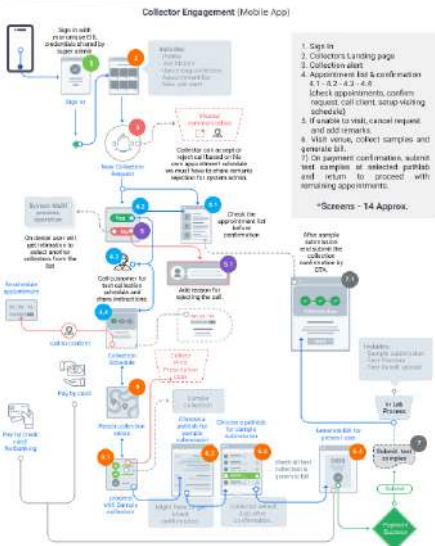
USER MOBILE APP  
User App provide a way to automate the sample collection process. User has ability to register, add members, add/select desired tests, instruct collectors, get information from collector about process and schedule, make payment, check the test process from collection to test evaluation at lab and download final result.



04

#### USER JOURNEY MAP

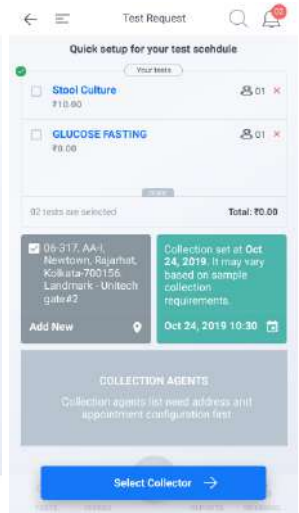
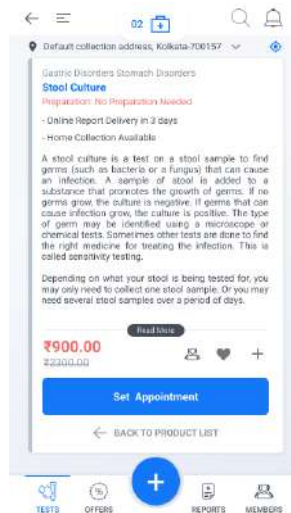
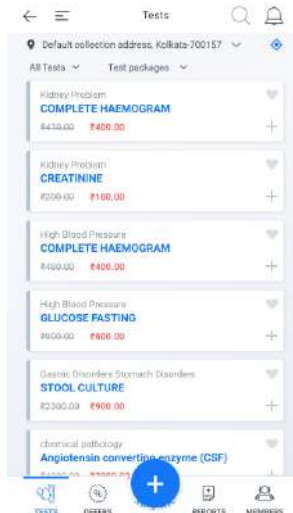
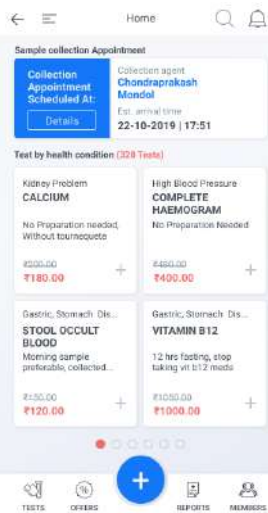
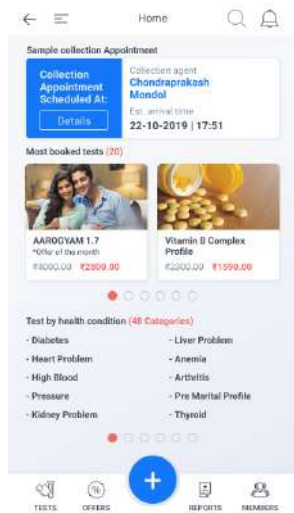
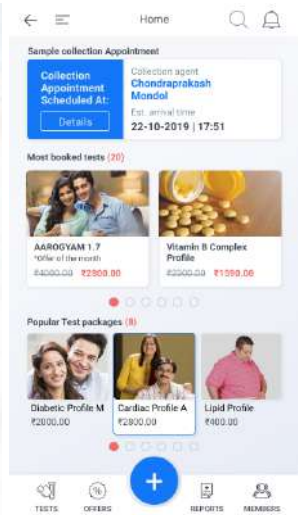
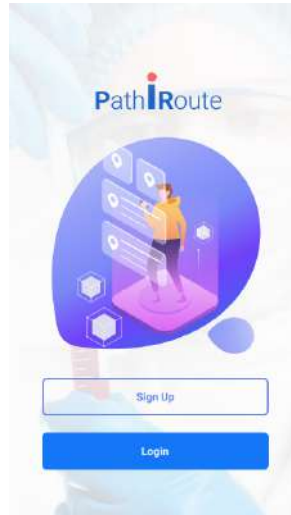
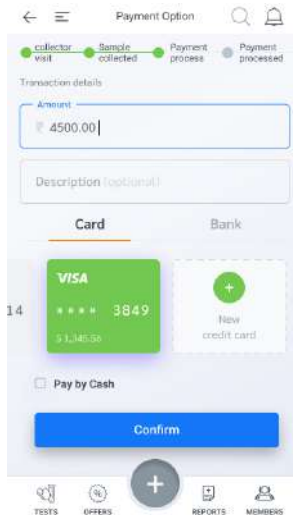
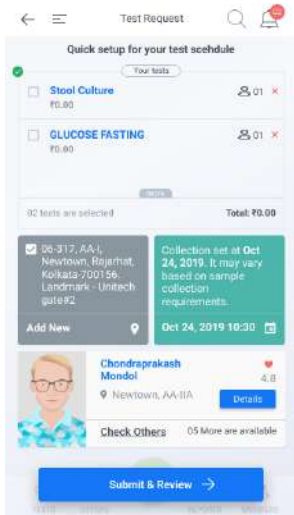
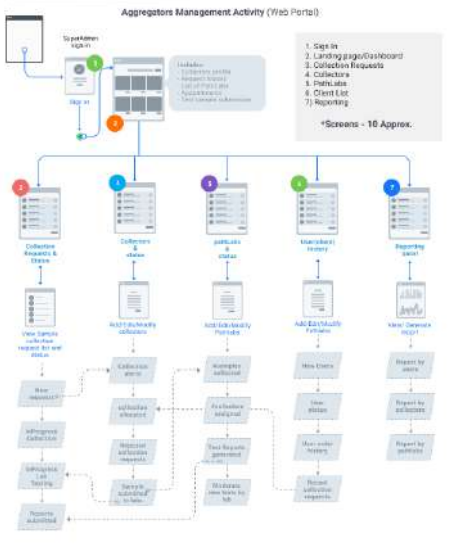
COLLECTOR'S APP  
Collectors app will manage collector profile, job history, scheduling collections, pathlab information, share info with aggregator and end clients. Collector is responsible to answer and ensure smooth collection and submission of test sample to selected path lab including generating/collecting bill invoice.



04

#### USER JOURNEY MAP

AGGREGATOR'S WEB PORTAL  
Aggregator will act as super admin, he will have the sole authorization to add, delete, edit any collector profile. He will add pathlabs and ensure collectors and path labs are well informed about each other. He ensure no scheduled collection are missed and each collected samples reach on time to respective labs.



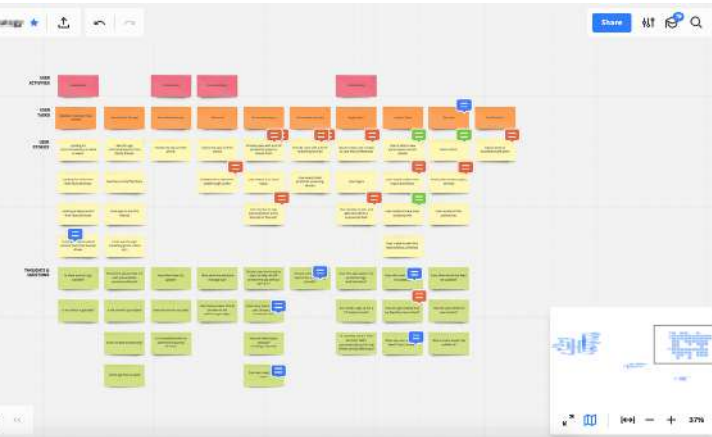


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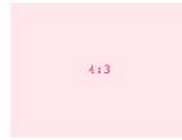
## Projects & Assignments

### Customer Journey Map



### Aspect Ratio

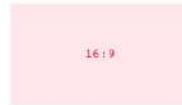
IMAGE



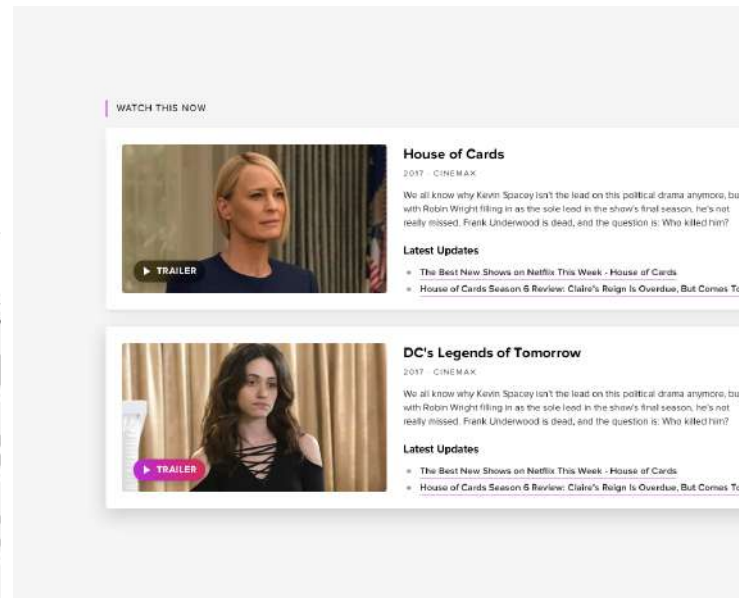
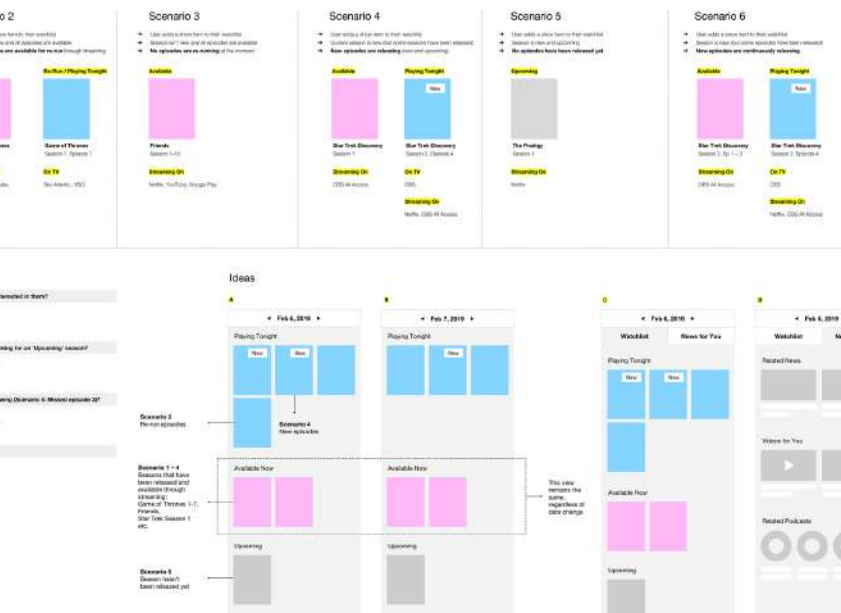
SHOW POSTER



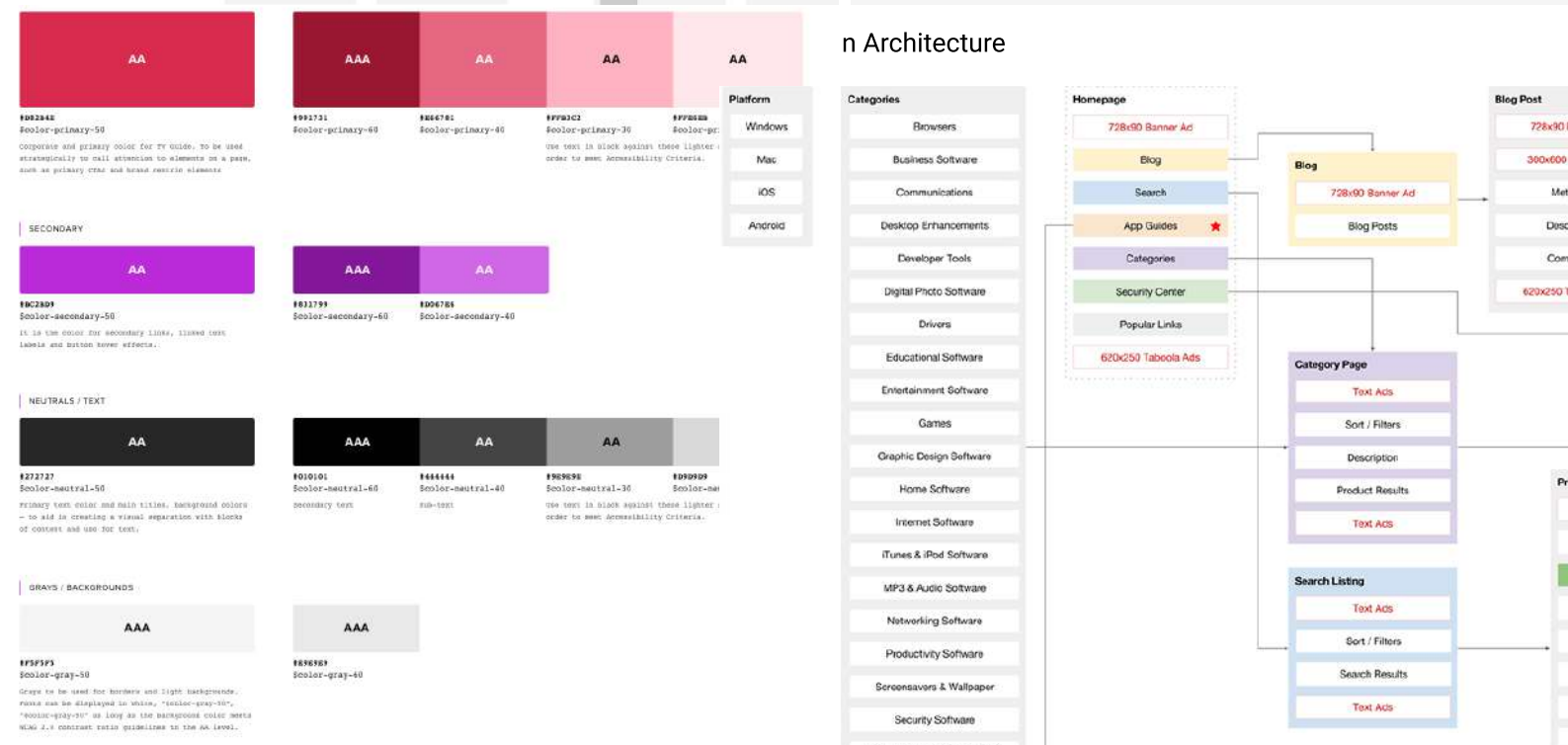
VIDEO



### User Scenario



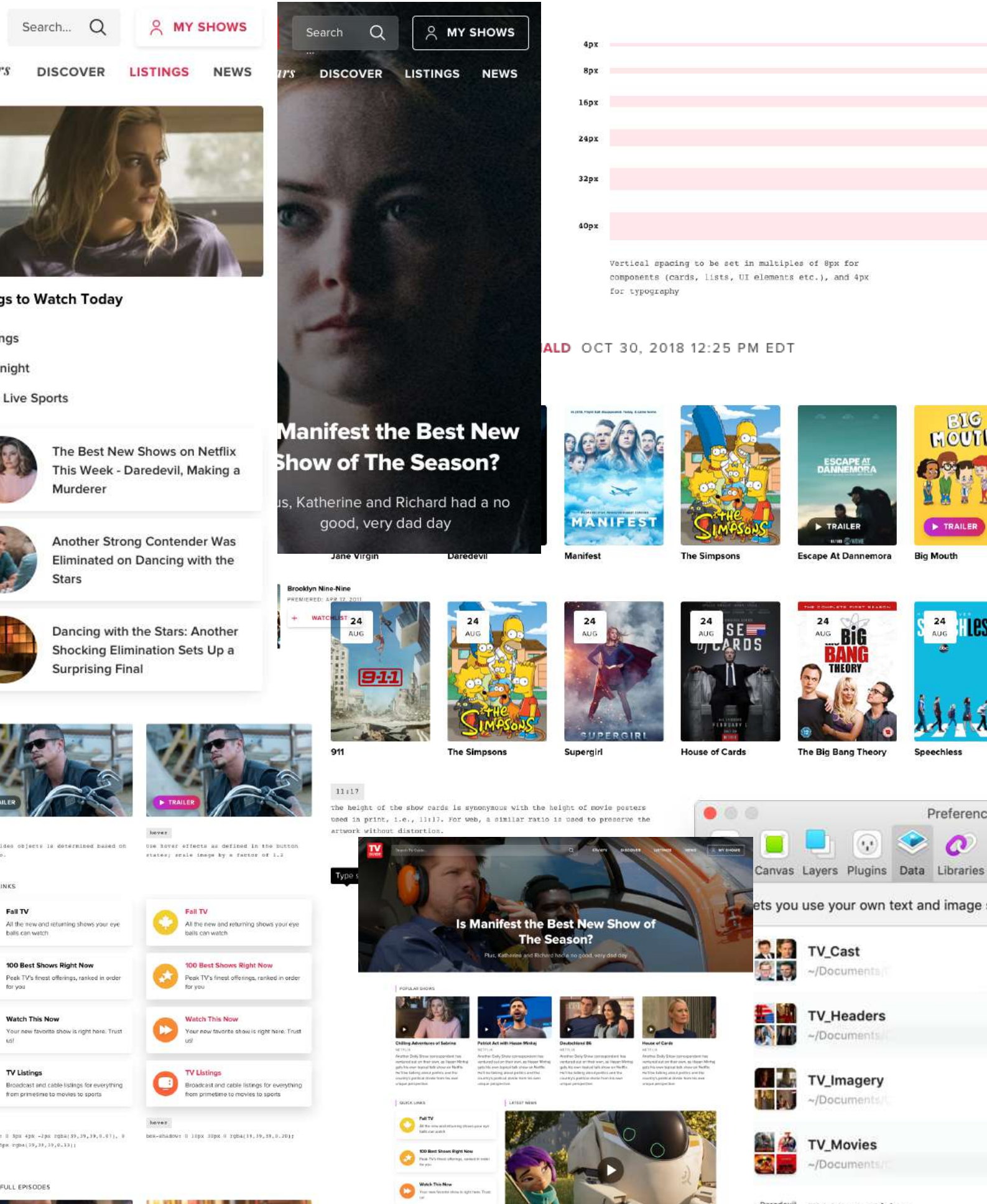
### Information Architecture



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## Projects & Assignments





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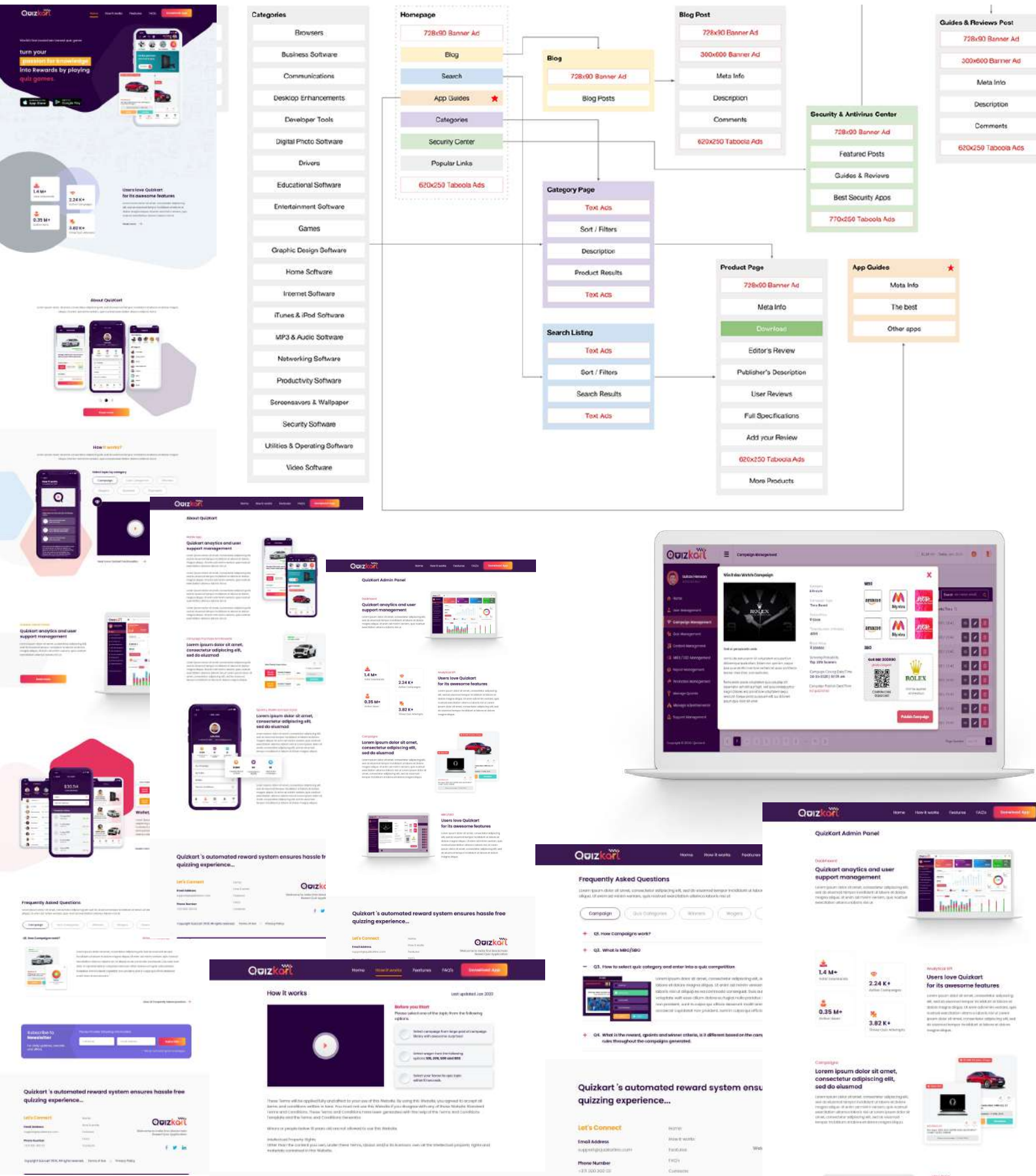
## Projects & Assignments

The Scope of "Quizkart" is to create an ecosystem where to engage users through skilled based games and advance them into further draws based on performance.



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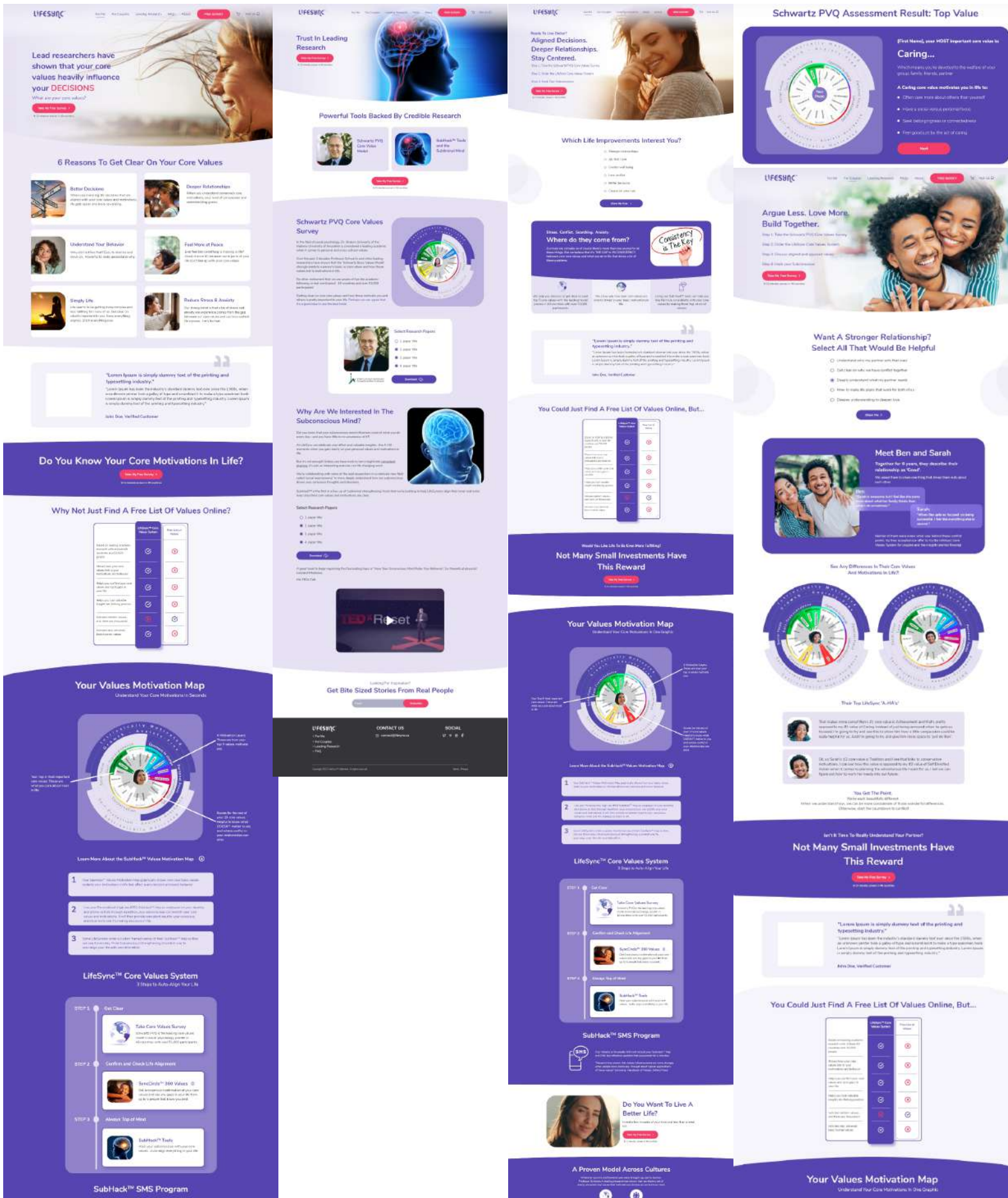


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## Digital Product Designer | UI-UX

### Projects & Assignments

#### Website Mockup(XD) - Development(Wordpress Elementor, HTML5, Bootstrap)







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## Projects & Assignments

Website Mockup(XD) - Development(Wordpress Elementor, HTML5, Bootstrap)

