Monisha Vimal Mansukhani

Product Designer

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WORK EXPERIENCE

Product Strategy & Design Analyst | Rokt, New York, NY — Nov 2025 - Nov 2026

- Redesigned HubSpot CRM interfaces and workflows using insights from **15+ user interviews,** improving information architecture, overall navigation and reducing **manual data entry by 29%.**
- Designed the user experience for Prism, an AI-powered QA tool, streamlining ad creative review workflows through automated visual screening and issue reporting and **reducing manual review time by 58%.**
- Increased client retention **response speed by 83%** by automating competitive intelligence reporting and churn-risk tracking through an n8n powered centralized dashboard.
- Generated **$8M in additional ARR** by building a client engagement dashboard tracking product adoption across **14K+ accounts** and identifying cross-sell opportunities.
- Conducted 20+ stakeholder interviews to map user journeys, identify workflow friction, and uncover **$120K in annual technology savings** through redundant tool consolidation and documented usage standardizations.

UI/UX Designer | Luxeveda Brand Services Pvt. Ltd., Bangalore, India — Nov 2022 - July 2023

- Launched 0→1 responsive web/mobile apps for 5 B2B/B2C clients, collaborating with 10+ stakeholders.
- Led UX research and usability testing across **12+ sessions** to redesign Catalyst's B2B consulting services website, improving navigation and contributing to a **15% increase in traffic.**
- Redesigned user journeys and e-commerce interfaces for Dabur's global websites, optimizing product discovery and engagement to **increase sales and interactions by 20%.**
- Developed a scalable design system with **50+ reusable UI assets** for Dabur's e-commerce platform.
- Spearheaded content creation for digital marketing campaigns, **increasing the click rate by 30%.**

Architect | Collage Architecture Studio, Bangalore, India — June 2021 - Oct 2022

- Managed and delivered 6 concurrent end-to-end construction projects, overseeing operations, vendor coordination, and on-site execution while documenting best practices for efficiency.
- Improved stakeholder **communication efficiency by 40%** through a structured reporting framework for clients, vendors, consultants, and internal teams.
- Mentored 4 junior architects, while improving team productivity and design quality during project execution.

PROJECTS

Block Party | Interactive Civic Engagement Mobile App — Jan 2025 - May 2025

Developed an interactive civic engagement app with the City Council of Bloomington, IN to streamline public input in urban design projects, with an **increase in engagement by 42%** during beta testing.

iHeart Media | Audio Streaming Platform Redesign — Sep 2024 - Dec 2024

Collaborated with the iHeart Media design and research team to redesign the music and podcast streaming app's UI and UX, using data-driven testing & AI-driven recommendations, **increasing content engagement by 18%.**

EDUCATION

M.S. in Human-Computer Interaction and Design — Aug 2023 - May 2025

Indiana University Bloomington, Indiana, USA (GPA - 3.9/4.0)

Bachelor of Architecture — July 2016 - May 2021

Manipal University Udupi, Karnataka, India

SKILLS

- **Design:** User-Centered Design, Wireframing, Rapid Prototyping, Mockups, UI/UX Design, Information Architecture, Design Systems, Roadmapping, Data Visualization, 3D Visualization.
- **Research:** User Interviews, A/B testing, Affinity Mapping, Heuristic Evaluation, Competitive Analysis, Cognitive Walkthrough, User Flows, Card Sorting, Market Analysis, Ethnography, Data Analysis, Consumer Insights.
- **Tools:** Figma, Adobe CC, Miro, Axure, Protopie, Balsamiq, UserTesting, Maze, Airtable, Asana, Jira, Google Analytics, Tableau, Shopify, Framer, Webflow, CMS, Blender.
- **AI & Tech:** AI-Assisted Product Design, Workflow Automation, n8n, HubSpot, Clay, HTML/CSS, SQL, Git.