

Manali Parab

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PROFESSIONAL EXPERIENCE

Stagwell Marketing Cloud <i>Product Designer</i>	New York, NY, USA <i>May 2023 - Present</i>
Summary: Leading end-to-end platform design for enterprise SaaS products. Drove multi-org architecture, access control, billing systems, and design foundations across 5+ products, operating at the intersection of product strategy, engineering constraints, and long-term platform vision.	
- Led design of a multi-organization platform architecture, enabling seamless org switching, centralized billing, and fine-grained role management—supporting complex enterprise account structures and multi-brand deployments. - Owned cross-product billing and admin workflows across TMCP, App Builder, and Agent Marketplace, designing billing events, exports, and controls that reduced operational friction and improved financial transparency at scale. - Re-architected user management systems (bulk actions, default roles, advanced search/filtering), reducing administrative overhead by ~40% and accelerating onboarding for enterprise customers. - Drove platform design foundations, including WCAG 2.1 AA accessibility standards, component governance, and design-to-dev alignment—improving consistency and velocity across distributed teams. - Built and validated 10+ white-label themes with accessible color systems and data-visualization tokens, enabling rapid customization while preserving brand and usability standards. - Led ambiguous, zero-to-one exploration work (AI-driven product discovery, PIP 5.0 vision scenarios), translating loosely defined problem spaces into prototypes and strategic inputs for multi-year platform planning.	
Indiana University, Indianapolis <i>Senior Product Designer</i>	Indianapolis, IN, USA <i>September 2022 - May 2024</i>
Summary: Led applied UX research and accessibility-driven design for KEYFLOW, an NSF- and Google-funded assistive technology product for blind and visually impaired users. Owned end-to-end research, interaction design, and validation of gesture-based input systems in a high-constraint, real-world environment.	
- Led UX research and interaction design for an auditory keyboard system, translating accessibility constraints into scalable gesture and feedback models for BVI users. - Drove a cross-functional team of 8 (design + engineering), aligning research insights, technical feasibility, and accessibility requirements from concept to validated prototype. - Conducted in-depth usability testing with 20+ blind and visually impaired participants, synthesizing qualitative and quantitative insights to guide iterative design decisions. - Reduced cognitive and motor load by 60% by simplifying gesture interactions (15 → 9), significantly improving typing speed and learnability. - Achieved 95% gesture recognition accuracy by refining auditory feedback loops and gesture detection through real-time testing in natural usage contexts.	
New Fold Digital <i>Product Designer</i>	Mumbai, MH, India <i>June 2020 - Jan 2022</i>
Summary: Designed and optimized high-traffic web platforms for diverse clients, focusing on scalable UX, SEO-driven growth, and operational efficiency. Delivered measurable business outcomes through user-centered design and systemized workflows.	
- Led 30+ end-to-end website redesigns, aligning user needs with business objectives and improving customer satisfaction by 20% across client portfolios. - Increased organic discoverability by 40% through UX-led SEO strategies, contributing 50+ qualified leads per month for sales teams. - Optimized intake and execution workflows, enabling the team to handle 30+ client requests/day, reducing operational costs by 25% and improving delivery efficiency by 15%. - Improved engagement metrics by reducing bounce rates by 25% and increasing session duration by 20% through interaction, content hierarchy, and performance optimizations.	

EDUCATION

Indiana University-Purdue University - Indianapolis <i>Master's, Human-Computer Interaction</i>	May 2024
University of Mumbai <i>Bachelor's, Electronics and Telecommunication Engineering</i>	May 2020

SKILLS

Research: Qualitative Research, User Interviews, Focus Groups, Quantitative Research, Data Analysis, Surveys, Competitor Analysis, Heuristic Analysis, SUS Evaluations, Concept Testing, Benchmarking, User flows, Information Architecture, Product Strategy, Stakeholder Management, Accessibility, Product Management

Design: Wireframes, Visual Design, Prototyping, Interaction Design, A/B Testing, Usability Testing, Design System, Responsive Design

Tools: Figma, Adobe Creative Suite, Miro, Maze, Dovetail, Usertesting, Hotjar, Balsamiq, Qualtrics, Jira, Optimal Workshop, Google Analytics, Pendo