

MANALI PARAB

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EDUCATION

Indiana University Purdue University, Indianapolis, IN May 2024
Master of Human Computer Interaction

University of Mumbai, Mumbai, MH Jun 2020
Bachelor of Electronics and Telecommunication Engineering

PROFESSIONAL EXPERIENCE

Stagwell Global LLC, New York, NY May 2023 – Present

Product Design Intern

- Conducted in-depth analysis of 20 user and client interviews to extract valuable insights and pain points, contributing to a holistic comprehension of user needs and preferences for the Media Studio product.
- Executed a comprehensive UX audit on 5 competitor applications, assessing usability and areas for improvement. This effort led to the identification of three pivotal features for the Media Studio MVP.
- Revamped the functionality of the audience builder feature by introducing an innovative grouping system. This strategic enhancement resulted in a 30% surge in user satisfaction.
- Streamlined A/B testing on iterations of the audience builder, resulting in a 20% improvement in user engagement metrics, such as time spent on the platform and the number of audience segments created.
- Collaborated with the development team to implement user feedback and optimize the user interface, yielding a 25% decrease in user errors during audience segment creation.

Indiana University Purdue University, Indianapolis, IN Aug 2022 – Present

Lead UX Researcher

- Spearheaded usability analysis on KeyFlow by reviewing testing videos of 12 blind and partially blind participants, identifying and documenting 10 critical usability issues affecting typing functionality.
- Simplified gesture vocabulary for typing in KeyFlow by 67% while maintaining all functionalities, resulting in improved accessibility and reduced cognitive load for blind and visually impaired users.
- Accomplished a 25% improvement in the learning curve by implementing a minimized gestures vocabulary in KeyFlow, measured through user feedback and observations during user testing with 10 participants.
- Supervised a cross-functional team of designers and developers ensuring the seamless integration of the new gesture vocabulary and enhancing the overall usability of KeyFlow.

New Fold Digital, Mumbai, MH Jun 2020 – Dec 2020

Web Solution Specialist

- Accelerated and processed an average of 30-40 client requests daily, showcasing exceptional multitasking abilities and efficient decision-making skills in a fast-paced environment.
- Upgraded designs for low and high-fidelity prototypes for 30 websites, ensuring effective visualization and alignment with client requirements, producing a 20% increase in customer satisfaction ratings.
- Initiated comprehensive user research and implemented SEO strategies, generating a 40% increase in organic website traffic and 50+ qualified leads for the sales team.
- Coordinated with cross-functional teams to optimize website performance, prompting a 25% decrease in bounce rate and increasing average session duration by 20%.

SKILLS

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|-------------------------|-------------------------|-------------------------|---------------|
| • Contextual inquiries | • Usability testing | • Workflow generation | • Balsamiq |
| • Concept evaluation | • SUS Score Evaluations | • High Fidelity designs | • Information |
| • Cognitive walkthrough | • A/B testing | • Prototyping | Architecture |
| • Heuristic evaluations | • Miro | • Figma | |