

Manish Kaushal

UI/UX DESIGNER

www.mkaushal.com

Adeptape80@gmail.com

+91 7503791176

Gurugram, India

PROFESSIONAL EXPERIENCE

PRODUCT DESIGNER

SHIPFINEX / BCG

AUG 2023 - PRESENT

The ShipFinex digital exchange platform enables Liquidity in the maritime industry.

- By showcasing my collaborative efforts with **Shipfinex and BCG**, the Shipfinex website re-design project underscores the importance of strategic partnerships and user-centric design in driving innovation and success in the digital era with **93.43% Success rate** of completing Pre-launch Registration.
- Led a team of 7 designers, overseeing product, UX, UI, motion, graphic, and print design functions. Spearheaded product ideation, user research, and prototype development. Directed brand design and executed ShipFinex website creation.

SR. UI/UX DESIGN

MERKLETREE TECHNOLOGIES PVT LTD

OCT 2022 - AUG 2023

Merkletree is a dynamic development and design agency.

- In EONMED's Doctor Portal Product, we successfully bridged the experience gap, resulting in an impressive **90% customer satisfaction rating**. Additionally, we achieved a significant increase in operational efficiency, marking a notable improvement in our overall performance.
- Crafted exhaustive user manuals & training resources, catalyzing a remarkable **50% boost** in operational efficiency for clients navigating intricate workflows.
- Pioneered the integration of user feedback channels, driving iterative design improvements and culminating in an impressive **25% surge** in customer satisfaction ratings.

UI/UX DESIGN

JAN 2020 - OCT 2022

- Created severable printing UIs of product elements & packaging for EONMED COVID-19 rapid test kit & over 10 other similar products launched during the pandemic. Both the product & the app are ICMR approved we have get **11.02K Downloads** on Play Store & App Store, **9.96k Users** have conducted a successful COVID-19 Test
- Improved the **UX & UI of 7 apps & created 5 apps** from scratch over 3+ years of my employment here. This includes portals and websites.

UI DESIGN

OCT 2019 - JAN 2020

- UI Design Creation: Develop high-quality user interface designs, including wireframes, mockups, and prototypes, that effectively communicate the intended user experience and align with brand guidelines.
- Utilize insights to inform design decisions and create intuitive, user-friendly interfaces.

VIDEO EDITOR

ST. STEPHEN'S COLLEGE

MAR 2019 - APR 2019

Among the top colleges of Delhi University.

- Carried out various video projects for the Leadership cell society for Lokneeti Event 2019.
- These videos were used to market the event on the social media handles of the society.

RESEARCH

NDTV

AUG 2018 - NOV 2018

Lok sabha elections | Assembly elections

- Researched about election polls and made real-time updates to the news website
- Reached out to ECI representatives for accurate updates on polls contributing to the overall Broadcast information.

ABOUT ME

I am a dynamic and experienced Product Designer with a passion for crafting exceptional digital experiences. With 4.6 years of industry experience, I specialize in delivering optimized solutions for a variety of digital products, including apps, websites, and portals. My approach is deeply empathetic, rooted in a thorough understanding of user behavior and psychology.

EDUCATION

User Experience: Research & Prototyping

University of California San Diego 2020 - 2020

Bachelor of Mass Communication

Guru Jambheshwar University 2016 - 2019

Graphic design & Journalism

IIMMI 2016 - 2019

SKILLS

User Experience Design, Competitive Analysis, User Interview, User Research, Wireframes, Personas, Interaction Design, User Flow, Information Architecture, Design System, Prototyping, User Journey, Motion Design, Problem Solving, Figma, Sketch, adobe XD, InVision, Lottie, After Effect, Illustrator, Design Thinking Process, User-centred Design

ACHIEVEMENTS

Our flagship Shipment tokenization platform - ShipFinex, recently made its mark as the winner of the World Blockchain Summit, Dubai.



Shipfinex charts a course to success with top honors at Shiptek 2023 for Best Project Innovation.

