Manish Kaushal

PRODUCT DESIGNER

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EXPERIENCE

TOTAL EXPERIENCE 4.6 YEARS

HEAD OF DESIGN

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.

PRODUCT DESIGN

MERKLETREE TECHNOLOGIES PVT LTD OCT 2022-AUG 2023

A SaaS company creating innovative and decentralized blockchain apps.

- 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 EONbt 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 2 years of my employment here. This includes portals and websites.

UI DESIGN

OCT,2019-OCT 2021

- 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-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 3 - NOV 10, 2018

2019 - Lok sabha elections | 2018 - 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

Mass Communication(BMC)
Guru Jambheshwar University 2016 - 2019

Graphic design & Journalism
IIMMI 2016 - 2019

SKILLS

Competitive Analysis User Interview Wireframes Personas Interaction Design Information Architecture Prototyping Human-computer Interaction Motion Design User Research User Journey Market Research Design System

ACHIEVEMENTS

Our flagship Shipment tokenization platform - ShipFinex, recently made its mark as the winner of the World Blockchain Summit, Dubai 2022.

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