

Manvi Mathur

UX / Product Designer

Creating meaningful experiences through design.

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EXPERIENCE

Whirlpool Corporation — Advanced UX Designer

JULY 2022 - PRESENT (2 YEARS)

- Crafted high-fidelity HMI prototypes and detailed user journeys for an upscale AI smart wall oven, earning an IF award for the initial UX concept.
- Orchestrated consumer-centric experiences by seamlessly integrating user feedback into UX design through comprehensive user research, driving iterative design enhancements.
- Directed and crafted engaging digital and user experience development for on and off-product innovations encompassing multiple brands such as Whirlpool, KitchenAid, Maytag, and JennAir.
- Collaborated with global teams to comprehend diverse requirements, considering market demands, cultural preferences, and technological landscapes, ensuring effective resonance of solutions across regions and demographics.
- Fostered cross-functional collaboration with diverse designers to comprehensively address all design aspects, integrating superior sensorial qualities into digital interfaces for enhanced user satisfaction.

Blinkfire Analytics Inc. — UX/UI Designer III

AUGUST 2018 - JULY 2022 (4 YEARS)

- Led User Research, Interaction and Visual Design, Prototyping, and User Testing efforts for Blinkfire's customer-facing platform.
- Evaluated and optimized existing user interface designs for user effectiveness, conducted user research to align with client business goals, interpreted data, and gathered qualitative feedback.
- Conceptualized, designed, and developed UI mockups, user flows, wireframes, prototypes, and style guides for Blinkfire's platform, ensuring intuitive applications and user-centered solutions.
- Collaborated with product managers, business partners, and engineers to define product requirements and roadmaps.

Illinois State University — Grad Design/Development Intern

AUGUST 2016 – MAY 2018 (2 YEARS)

- Designed user personas, HTML/CSS prototypes, and wireframes, contributing to design discussions within the web development team.
- Supported Frontend development and maintenance of university websites and web applications.
- Designed promotional material for events conducted by the International House in the university.

EDUCATION

Illinois State University, IL

MASTER OF SCIENCE

Concentration – UI/UX, Front-end Web Design, Human Computer Interaction

AUGUST 2016 - MAY 2018

GPA: 4.0/4.0

Jawaharlal Nehru Technological University, India

BACHELOR OF TECHNOLOGY

Computer Science & Engineering

SEPT 2012 - MAY 2016

GPA: 3.8/4

SKILLS & TOOLS

Design

Interaction Design
Interface Design
Storyboarding
Wireframing
User Flows
Prototyping
Visual Design
Low-High Fidelity
Mockups

Tools

Figma
UXPin
Principle
Adobe XD
InVision
Sketch
Adobe Creative Suite

Research

User Interviews
Usability Testing
Competitive Analysis
Information Architecture
Generative Research
Affinity Diagramming
Persona Creation
Journey Mapping
Benchmarking
Card Sorting
Heuristic Evaluation
Cognitive Walkthrough
Contextual Inquiry
Surveys

Technical

HTML / CSS
JavaScript

AWARDS

iF Design Award 2024

KitchenAid Smart Oven - User Experience/
Product UX