

Mansi Kadam

UX Design, Product Manager, Product design

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Education

Indiana University - Bloomington

MS. Human-Computer Interaction/ Design

Aug 2023 - May 2025

University of Mumbai

Bachelor's in industrial interior design

Oct 2017 - Oct 2020

Experience

Graphic designer | *Indiana Daily Student*

Oct 2023 – Present | IN, USA

- Designed over 30 graphics, illustrations, and data visualizations for the award-winning student newspaper, helping increase readership by 15%. Validate graphics and data for accuracy & strong attention to detail.
- Collaborating with 5 editors for a 228-page design project- Arbutus, Reviewing and testing current page designs in development and improving visual page design through typography and layout design.

Freelance UI/UX Designer | *Rush*

Feb 2023 - Jul 2023 | Mumbai, India

- Designed and prototyped a mobile application- an AI-based data automation system for a calendar app with the aim of private data cloud practice.
- Conducted user research through interviews and surveys to uncover insights and define opportunity areas for service improvements.
- Implemented design thinking and user-centric methodologies to ideate solutions through informed decision-making that solve real-world problems for customers.

Design Project Coordinator | *Rolins Acoustics*

Jul 2021 - Jul 2023 | Mumbai, India

- Managed over 20 spatial design projects simultaneously from design execution, and client handoff of Interior-Architecture projects that focused on spatial acoustics.
- Generated Project plans, concepts, design presentations, and branding projects
- Collaborated closely with other disciplines like project managers and engineers to ensure designs aligned to technical specifications that reduced report time by 20%.
- Researched information and insights to inform effective design solutions through market research.
- Maintained client relationships through organized records of design data, communication, and follow-ups.

Awards & Research

2024 Rural Solar Eclipse Scholars Program | *Research*

Jan 2024 - May 2024 | IN, USA

Awarded a scholarship to participate in the 2024 Rural Solar Eclipse Scholars program.

- Conducting stakeholder interviews to gather requirements with communities on arts and humanities projects related to the upcoming solar eclipse.
- Actively engaged in product management, communication, and Collaborative efforts.
- Gaining firsthand knowledge about the eclipse's impact on rural communities.

Research | *Undergraduate- Thesis 2019*

India

Mumbai,

- Conducted a four-month research study with multiple case studies to identify opportunities for applying sustainable design and biophilic concepts to rehabilitation centers. conducted qualitative research studies documented findings, and proposed a design solution that would create more personal and inspirational spaces while reducing costs using sustainable materials.

Skills & Interests

Design: Interaction design, User interface UI Design, Personas, Storyboarding, Wireframing, Information Architecture, User flows, Journey Maps, Illustration, Lo-fi to hi-fi prototypes, Human-centered design, Design vision, presentation.

Research: User Interviews, User experience design, User Research, A/B Testing, Heuristic Evaluation, Competitive Analysis, Affinity Mapping, Cognitive Walkthrough, Surveys, Task Analysis.

Tools: Figma, Sketch, Adobe Suite, Miro, Pendo, Adobe Creative Suite: Photoshop, Illustrator, InDesign, Agile, Protopie, Lottie, Microsoft Office Excel, Word, Outlook, PowerPoint, Video creation, Procreate, Autodesk: AutoCAD, Revit.