

Madhumitha Manimaran

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Work Experience:

Digital Designer | IDS, US Aug 2024 - Present

- Created **responsive, user-friendly build outs**, ensuring **brand consistency** and enhancing **reader engagement** through interactive design.
- Collaborated with editorial teams** and ensured content is **visually organized and optimized** for desktop and mobile experiences.

Product Designer | Salesforce, US (*Sponsored by IU*) Aug 2024 - Dec 2024

- Researched **innovative use cases for AI in marketing** and led the end-to-end design tailored for non-marketers, **simplifying campaign creation and planning**.
- Led the design process from **ideation to high-fidelity prototypes** for a mobile app that **integrates AI features** in marketing campaign creation.

Product Designer | Primary Yellow, US May 2024 - July 2024

- Designed, and **prototyped 10+ user interfaces** for a platform connecting art collectors and galleries.
- Led all design initiatives** and served as the **primary point of contact** for all design decisions, proven ability to **hand off designs** that are **implementable** by engineers demonstrating **full ownership**.
- Collaborated with **cross-functional teams consisting of 4+ engineers and 2+ business stakeholders**, to align design with technical feasibility and business objectives.

Front-End Engineer | Accenture Pvt Limited, India Nov 2020 - July 2023

- Engineered **interactive dashboards** using D3.js and Chart.js, optimizing **data storytelling** for client-facing applications.
- Built a **responsive SaaS website in 3 months** as part of a **10-person team**, leveraging **React.js** for front-end development, implementing **agile methodologies**, and incorporating **user-centered design strategies**.
- Reduced accessibility issues 25% in 6 months** by updating HTML semantics, refining CSS for contrast/responsiveness, and conducting regular audits.

Graphic Designer | Freelance June 2021 - Dec 2022

- Completed **15 projects** that included **portraits, e-invites, and logos, and banners** for various clients.
- Created illustrations for various clients in **multiple mediums, from conceptual designs to final Product**.

Education:

Masters in Human Computer Interaction(HCI) Aug 2023 - May 2025 (Exp)
Indiana University Bloomington, US | GPA: 3.9/4

Bachelor's in Electronics and Communication Engineering Aug 2016 - Aug 2020
B.S.A Crescent Institute of Science and Technology, India

Project:

Enhancing Cognitive Engagement in Human-AI Collaboration | Design & Research September 2024 - Present

Accepted to present at the **iConference'25 Student Symposium**. I am currently conducting research to address **clinicians' over-reliance on AI in healthcare recommender systems**, which often **leads to suboptimal results**. My research focuses on exploring techniques to **enhance cognitive engagement** and developing strategies to **improve human-AI collaboration**.

Skills:

Design: UX Design, Interactive Web, Mobile Interfaces, Data Visualization, Responsive design, Interaction Design, Information Architecture, UI Design Principles, Design System, User Flows, Wireframing, Prototyping

Research: UserInterviews, Design Thinking, Heuristic Evaluation, Usability Testing, A/B Testing, Affinity Diagramming, Content Audit, Tree Testing, Journey Mapping, Quantitative Research

Programming: HTML, CSS, React.js, SQL, R, TypeScript (Angular), .Net Core, PHP

Tools: Adobe Photoshop, Adobe After Effects, Figma, Adobe XD, Visual Studio, SQL Server (SSMS), SPSS