

# Mansi Rawat

UI/ UX Designer, Brand Strategist, Space Designer

## Contact.

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## About me.

I'm a UX Designer who turns curiosity into creativity and problems into possibilities. My work is rooted in user research, driven by curiosity, and refined through iteration. I aim to create designs that resonate, connect, and leave a lasting impact. Let's tell stories that users will remember.

## Education.

### Master's in Design

National Institute of Design  
Bengaluru | 2022-Present

### Bachelor of Architecture

Visvesvaraya National Institute of Technology  
Nagpur | 2013-2018

## Skills.

### Design:

- User Experience (UX) Design, User Interface (UI) design, Interaction Design, Information Architecture, Wire-framing - Rapid Prototyping, Responsive Design, Service Design.

### Research:

- User Interview, User Testing, Competitive Analysis, User Journey Mapping, Persona Creation, Quantitative Analysis, Qualitative Analysis, Design Strategy.

### Software:

- Figma, Figjam, Adobe Creative Suite - Photoshop, Illustrator, Lightroom Classic, Adobe Express, Prototyping Tools, AutoCAD, SketchUp, Lumion, V-Ray.

### Other Skills:

Design Orientation, Problem Solving, Communication skills, Collaboration, Team player, Adaptability, Presentation skills, Documentation.

## Achievements.

Treasure Hunt | Asian Paints The Mosaic  
Bengaluru | 2023 | Team of 2

Top 20 in "Envisioning Gwalior Trade Fair"  
SqFactor | 2016 | Team of 2

## Work Experience. (3 years+)

### Team Lead- UX & Brand Strategy | Himalaya Wellness

Bengaluru | Sep 2024- Present

- Developed and designed a physical, AI-powered product scanning kiosk that provided detailed product information and personalized wellness recommendations, driving customer engagement and informed purchasing decisions.
- Revamping loyalty program website to improve clarity of rewards and balances, integrating personalized suggestions, games & promotions that increased user engagement & +10-20% improvement in customer retention.
- Developed a QR code-based digital touch-point strategy to enhance product education & customer engagement by integrating the product information system.

### UX Designer & Brand Strategist | Digitus Orbis

Nagpur, Bengaluru | 2020-2022

- Leveraged user-centered design principles to develop and implement impactful retail branding strategies (including competitor analysis and user insights) and digital campaign creative, resulting in a 40% increase in client engagement and a 25% lift in conversion rates.
- Collaborated with multiple brands to develop targeted retail strategies that enhanced market presence, resulting in measurable competitive advantages.
- Created 250+ social media creatives and 15+ brand collaterals.

### Independent Product Designer

Nagpur, Pune | 2021-Present

- Website Redesign - Conceptualized and designed a user-centered website for a travel agency WanderXo, improving data segregation and service presentation to enhance the overall user experience.
- Website Design - Designed the website for Digitus Orbis for better project showcase of their work.
- Luxury Space Design - Led the user experience for 10+ diverse client projects (residential & retail) from concept development to final executions. Conducted user research through client consultations and spatial needs analysis to define user flows and optimize space functionality.

## Key Projects.

### Intellectual Property Rights (IPR), Design Registration (2024)

A Retail Display Furniture with multiple arrangements made out of Canadian wood and metal clamps. (Reg. no. - 408590-001)  
A wall-mounted Mirror Dressing Unit is completely made out of bamboo. (Reg. no. - 411836-001)

### Kohler Branding Project (2023)

Led brand creation & collateral design for Kohler workshop at NID Ahmedabad.

### Lumina - A personal skincare expert for The Body Shop (2023)

Introducing tech solutions in the existing environment with enhanced product information, personalized recommendations and a convenient shopping journey.

### Bengaluru Tech Summit (2021)

Designed digital posters for promotion at Bangalore Tech Summit 2021 in collaboration with Chekdin.