

# Manuni Dhruv

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Product Designer with interest in building design systems, fintech products for Gen Z, accessible design, online communities design

## Experience

### Graduate Research Assistant at Center for 21<sup>st</sup> Century Universities Lab

August 2023 – Present

1. Leading the implementation and usability testing of 2 pilot programs of the digital credentialing system along with the Learners Credential Wallet app at 2 different departments at Georgia Tech.
2. Conducting design-based research for visual design and hierarchy of digital credentials at various US institutions to inform Georgia Tech's visual design process.

### UX Design Intern at Window Nation (home improvement)

June 2024 – August 2024

1. Assisted in developing a lead generation experience for digital customers. This included brainstorming, high-fi prototypes and hand off to the dev team.
2. Established the design system by using Atomic Design principles which included 44 components for buttons, cards, input fields, navigation, etc.
3. Conducted user testing with 14 sales reps for new D365 capabilities. Presented results to key stakeholders in the company.

### UX Strategist at User Insight (design consultancy)

June 2022 – August 2023

1. Conducted User interviews with 60+ participants as Lead Strategist with companies like WestRock, Masonite, Cricket Wireless, Primerica, United Way, Public Health Foundation and distilled data into detailed reports of relevant insights and recommendations to help refine products.
2. Designed and tested Order Management within the eCommerce Modernization initiative at Westrock that is used by 50,000 employees and customers around the world.
3. Designed simplified workflows and UI for "Themis" User Management platform at WestRock that allows admins to add complex functions, permissions and roles to users.

## Education

### Master of Science in Human Computer Interaction at Georgia Institute of Technology

May 2025 | GPA: 4.0

Relevant Coursework: Design for Accessibility, Design of Online Communities, Strategic Entrepreneurship

### Bachelor of Science in Industrial Design at Georgia Institute of Technology

August 2022 | GPA: 3.7

## Skills

UX Design: Design system, Information Architecture, Wireframing, Rapid Prototyping, WCAG Standard Design

UX Research: Ecosystem Mapping, Affinity Mapping, Task Analysis, User Interviews, Usability Testing

Software: Figma, Adobe Suite, Content Stack, Maze, Miro, Arduino, Qualtrics, Basics of Visual Studio Code

## Extra-Curriculars

Figma Campus Ambassador, HC-Hive Podcast team member, IDSA – Georgia Tech Chapter member