

Manuni Dhruv | UX Strategist

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Experience

Senior UX Consultant at Zilker Trail Consulting

Aug. 2025 – Present

- Led UX research for emerging AI-powered features across Google Photos, Google Maps, Dexcom, and other digital products, translating user behavior and feedback into actionable product recommendations.
- Designed and executed multi-month, longitudinal research studies involving hundreds of participants across 5+ countries, including the U.S., India, Indonesia, Brazil, and South Korea.
- Developed the firm's evaluation framework for AI experiences, while exploring a Research.md file framework to embed user insights into AI-assisted product decisions and development workflows.

Graduate Research Assistant at Center for 21st Century Universities

Aug. 2023 – May 2025

- Conducted design-based research on 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

June 2024 – Aug. 2024

- Assisted in developing a lead generation experience for digital customers. This included brainstorming, high-fi prototypes, and handoff to the dev team.
- Established the design system by using Atomic Design principles, which included 44 components for buttons, cards, input fields, navigation, etc.

UX Strategist at User Insight

June 2022 – Aug. 2023

- Designed and tested Order Management within the eCommerce Modernization initiative at WestRock that is used by 50,000 employees and customers around the world.
- Designed simplified workflows and UI for "Themis" User Management platform at WestRock that allows admins to add complex functions, permissions, and roles to users.

Projects & Extracurriculars

Capital One - Sponsored Master's Project

Aug. 2024 – May 2025

Built interactive AI elements to help Gen Z customers build financial capability within Capital One's mobile app.

Figma Campus Ambassador

Aug. 2024 – June 2025

Collaborated with the Figma for Education team to grow Figma adoption on campus, driving awareness and engagement around design and collaboration tools; hosted the first Figma hackathon on campus.

Education

Master of Science in Human-Computer

Interaction (GPA: 4.0) May 2025

Relevant Coursework: Human-AI Interaction, Design of Online Communities, Strategic Entrepreneurship

Bachelor of Science in Industrial Design

(GPA: 3.7) Aug. 2022

Skills

UX Design: AI-assisted design workflow, Design system, Information Architecture, Wireframing, Rapid Prototyping, WCAG Standard Design

UX Research: AI-assisted data synthesis, Ecosystem Mapping, Affinity Mapping, Task Analysis, User Interviews, Usability Testing

Software: Figma, Adobe Suite, Content Stack, Claude Code and Design, Qualtrics, Cursor, Gemini Notebook, UserTesting