

# Manoj Singh – UX Designer & Researcher

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## EDUCATION

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### Master of Design in Digital Ideation from Lucerne University of Applied Sciences & Arts (HSLU)

Lucerne, Switzerland • Sep 2022 - Jun 2024

### Bachelor of Design (B-Des) in Graphic Design from the National Institute of Design (NID)

Ahmedabad, India • June 2013 - Jan 2018

## WORK EXPERIENCE

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### UX Designer at CogBooks (Cambridge University Press & Assessment) Remote • Oct 2019 - Jan 2023

- Worked on designing and introducing 40+ new features to the CogBooks tool, enhancing user engagement and satisfaction through user research, analysis, and prototyping.
- Collaborated closely with the co-founder, technology team, QA team, and others to align design objectives with business goals and technology feasibility, ensuring seamless feature implementation and cross-functional collaboration.
- Refined the UX design delivery process for over 2 years through trial and error, improving project delivery times by 60% and ensuring consistency across all design outputs, making them easier to understand to the different teams and clients.
- Used a single design tool, Adobe XD, to deliver all design artefacts, centralising design efforts and reducing tool fragmentation, which increased design efficiency and productivity by 50%.
- Resulting increase in revenue from existing clients by 30% and attracted 2 new clients by showcasing a robust and innovative product.

### UX/UI Designer at CL Educate

New Delhi • Hybrid • Jun 2018 - Sept 2020

- Increased the career-launcher company's product usage volume by 30% by designing their new "Career Launcher" mobile app, which incorporated various services offered by CL Educate through multiple rounds of ideation and prototyping.
- Contributed to a 22% increase in new student enrolment by integrating the app into the education package, offering end-to-end resources for students to access educational materials related to exams.
- Attracted young audiences by offering mock tests, quizzes, and practice problems in the app, integrating 1000's of MCQs, problems, and mock tests for various exams.
- Collaborated effectively with managers, instructors, and app developers to align design goals, educational objectives, and technological feasibility, ensuring quality delivery of the career launcher app within 6 months.

### UX/UI Design intern at Crindo

New Delhi • Mar 2017 - Sep 2017

- Designed the user experience and interface for a new mobile app that facilitates badminton court bookings for an academy known as 'Flow Sports Life'.

## SKILLS

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- **Design:** Interaction design, UI Design, Systems thinking, Information Architecture, Quantitative or Qualitative research, User data analysis, Wireframing, Prototyping, Visual design, User & usability testing, User flow, App design, Graphic design, Iterative design
- **Programs:** Figma, AXD, Sketch, Photoshop, Illustrator, After Effects, Word & Excel
- **Other skills:** Agile, Jira, Slack, Communication, Curiosity, Empathy, Adaptability
- **Language:** English C1, German A2