

MANSI VORA

Work Experience

Manhattan Associates Atlanta, GA
Principal Product Designer Oct 2013 - Present
5 yrs

Develop, Design, and Manage design concepts for complex supply chain products. Partner with product, technology & analyst teams to develop a shared vision for the product by leading design sprints and using creative storytelling techniques to engage them.

Provide creative direction throughout the lifecycle of a project and work on strategies to turn insights into beautifully crafted and practical solutions.

Carry out user testing and analyze feedback towards constantly improving the user experience of highly complex & data intensive enterprise applications.

Design & ship market leading products for Retail, Transportation and Warehouse industries.

Aurora Consulting Group Buffalo, NY
Interactive Graphic Designer 7 months
April 2013 - October 2013

Help design Fisher Price US and global sites as part of the Interactive Design Team at ACG. Create site maps, wireframes, process flows and comps to pitch for new online games and brand site ideas.

Work with the team to help strategize the conversion of flash based Fisher Price website to make it completely accessible on mobile devices by using html 5, css, js interactions and designing fluid layouts.

iVEDiX Inc. Pittsford, NY
Intern – Computer Graphics Design 10 months
August 2011 - May 2012

Work in a fast-paced startup environment. Design and work on Interaction and UI designs of business intelligence apps for mobile devices. Production of web design, organization info graphics, and marketing materials.

Design marketing campaigns for global conferences that include product brochures, collateral, booth designs and advertisements.

Dymo/Mimio Remote
Summer Intern – Flash Programmer 3 months
June 2011 - August 2011

Writing ActionScript 3.0 for a project release, inserting new functionalities within the existing code, adding graphics and illustrations in interactive courses designed for K-12 education.

Infosys Technologies Ltd. Pune, India
Creative Designer 2.5 yrs
June 2008 - October 2010

Actively participating in project plans, working on high-level and detailed design for e-learning projects focused towards clients in the Energy, Aviation and Retail industries. Designing interactive learning modules, digital illustration and 2-D animations.

As a UX Designer, I strive to design applications keeping the User Experience and Usability Standards as pivotal. My aim is to create meaningful and engaging experiences for end-users while achieving business goals through my design expertise.

Education

M.F.A Computer Graphics Design
Rochester Institute of Technology,
Rochester NY
November 2010 – February 2013

B.F.A Commercial Art
University of Pune, Pune (India)
June 2004 – May 2008

UX Certified by NN/g
UXC# 1010250
4 October 2016

Honors & Awards

Never Settle - Go the Distance Award Atlanta, GA
Manhattan Associates
April 2018

As part of the internal recognition program at Manhattan Associates, Spirit Awards are peer nominated. I received this award for my creative direction and collaborative work on Warehouse & Labor management system design and successfully incorporating product vision in a very short span of time.

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Skillset

Highly creative with the ability to generate ideas and practically contribute to design details

Ability to distill complex concepts and then quickly turn around solutions reflecting simplicity, elegance, and technically-feasible options

Communicate effectively the goals and objectives of design processes to achieve maximum value in creatively directing projects

Strong understanding of design principles and a refined sense of creating esthetically pleasing designs

Project management skills – able to plan effectively and co-ordinate various works teams to deliver work on time and on budget

Tools

Always curious and quickly adapt to optimal tools in the market. Currently using:

Sketch, Invision, Marvel, Zeplin, Adobe XD and Axure for quick prototyping. Working knowledge of html, css and javascript.

Interested in the industry development of web-based design tools like Figma & Framer