Manasi Medha

Roll Number: 180205015
Bachelor of Design
Indian Institute of Technology, Guwahati

+91-93118 52200
manasimedha.work@gmail.com
manasi18@iitg.ac.in
linkedin.com/in/manasimedha/
behance.net/manasimedha

Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
Bachelor of Design	Indian Institute of Technology, Guwahati	8.15	2022
Senior Secondary	CBSE board	93 %	2018
Secondary	CBSE board	10.00	2016

Experience

- **Product Management Intern - PayO | Financial Services** *July - Oct 2021*

Worked towards improving user engagement & retention through user research & competitor analysis. Identified & prioritized user flows, bugs & features. Coordinated product & quality analysis testing for improved functionality.

- **User Experience Designer Green In You | Sustainable Fashion** *June - Sept 2021*

Worked on ideation & finalization of workflows for the GIY Pilot Project, including a detailed plan to tag & track clothes donated by consumers. Designed & built the wireframes & screens for the pilot website.

- **Product Management Intern Jupiter Money | Neobanking Services** *Jan - Apr 2021*

Worked to identify & prioritize product requirements through user interviews, market research & data analytics. Devised & tested solutions to eliminate pain points for the Portfolio Analyzer by Jupiter Money.

Achievements

- **Upraised APM Student Programme** *APM, 2020-21*

Made it to the **All India Top 40** associate product managers for a 3 week intensive training programme, competitively selected from amongst 7,500 applicants.

- **Product Management Expedition** *PMx, UDGAM 2020*

Secured **2nd place** at the National Level Competition. Analyzed Playment, a data annotation company, devised & presented strategies to ensure data quality & facilitate community building amongst annotators.

- **Goldman Sachs Women Emerging in Finance** *WEIF 2020*

Competitvely selected amongst IIT and IIM applicants for the **GS-WEIF finale event** held in Bangalore, based on presentation of information architecture & workflow diagrams for a technological innovation idea.

- **Undergraduate Common Entrance Examination for Design** *UCEED 2018*

Secured **All India 40th Rank** at the National Level Examination amongst 11,500 applicants.

Skills

- **Design:** User Research, Design Analysis & Evaluation, Brainstorming, Prototyping, Wire-framing, Concept Generation, Story Boarding, Illustration

- **Software:** FIGMA, JIRA, Amplitue, CleverTap, Adobe Illustrator, Adobe InDesign

Projects

- **Designing a Braille Inclusive Input Device Aiding Learnability** *Jan - May 2021*

  Prof. Ravi Mokashi Punekar, Professor & Former HOD, Dept. of Design, IIT Guwahati

Designed a portable input device concept aimed at aiding Braille learnability & ease of onboarding for users facing varying degrees of vision problems through the methods of co-design & ergonomic study.

- **Air India In-Flight Safety Manual Redesign** *Jan - May 2020*

  Dr. D, Udaya Kumar, Associate Professor & HOD, Dept. of Design, IIT Guwahati

Redesigned the in-flight safety manual to facilitate clear, concise & clutter-free communication of emergency information via user research, content evaluation, market study, re-illustration & layouting.

Positions of Responsibility

- **Chief of Staff - IIT Guwahati Model United Nations** *2020-21*

Ensured successful organization of Edition XII of the IITGMUN through planning, work delegation & team building.

- **Core Team - Head, Creatives and Branding - IITGMUN** *2019-21*

Devised the branding plan, design system & visual language for the conference. Designed delegate kits & posters for the 3-day on-site event with over 150+ participants during Edition XI of the IITGMUN.

Extra Curriculars

- **Head Girl - Delhi Public School Greater Noida** *2017-18*

Lead the student council comprised of 85 members & worked as student in-charge of co-curricular events.

Key courses

- Design Analysis & Evaluation
- Physical & Cognitive Ergonomics
- Design Management
- Interaction Design
- Design Research & Technical Writing
- Visualisations & Illustrations