

Manasvi Suggula.

Product Designer

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Brooklyn, NY

EDUCATION

Pratt Institute
BID Industrial Design
May 2024

Cumulative GPA: 3.97/4.0, President’s List all semesters
Graduated with highest honors and excellence in academic achievement (1 of 3 across all of Industrial Design)

EXPERIENCE

Contextual
Product Designer
May 2024 – Present

Designed end-to-end experiences for a platform helping DTC Shopify brands optimize ad performance through campaign tools like an AI Brand-Voice Detector and Journey Builder

Collaborated with founders and PMs to iterate on beta feedback; platform now supports 50+ brands and has contributed to \$2.3M+ in recovered revenue

Linkedin
Product Design Intern
May 2023 – Aug 2023

Redesigned the newsletter creation flow to improve discoverability and reduce cognitive load for creators

Delivered a vision design with PMs, engineers, and researchers; work impacts 2K+ members who create newsletters weekly; designs handed off for implementation and A/B testing to inform future rollouts

StrideQ
Product Designer
May 2022 – Apr 2023

Designed and launched restaurant-admin tools for a YC-backed platform helping 30+ restaurants automate daily operations

Created a rule-based Visibility Overrides system and improved the dashboard experience, reducing support calls by 75% and raising customer satisfaction by 86%

SKILLS

Hard

Design Systems
Interaction Design
UX Design
UX Research
Rapid Prototyping
Usability Testing
Visual Design
AI-Assisted Design

Soft

Collaboration
Empathy & User Advocacy
Problem Solving
Ownership
Adaptability
Strategic Thinking
Time Management
Storytelling

Tools

Figma
Adobe Creative Suite
Cursor
Lovable
Notion AI
SolidWorks
Keyshot
Procreate