MANALI SLACK

Product & Experience Designer • Based in the United States

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SUMMARY

Product and Experience Designer who transforms complex problems into delightful experiences through human-centered research and data-informed decisions. Creates impactful solutions that lead to measurable impact — **30% increases in conversion rate, 40% improvements in engagement**. Thrives in collaborative environments, building design systems, and creating simple yet effective experiences that make users' lives easier.

EXPERIENCE

UX Designer (Digital Experience) | *IU School of Medicine, Indianapolis* | *Nov 2021 – Present*

- Directed design of responsive donor engagement platform in Sitecore CRM, achieving **30% conversion increase through analytics driven by UX improvements**. Analyzed Google Analytics data to identify pain points of stakeholders and redesigned workflows to maximize engagement for the users.
- Led the comprehensive design system with communications and engineering teams, establishing **visual consistency across 60+ web pages**. Reduced design-to-development handoff time by 40% through a component library and clear documentation for future use.
- Redesigned digital magazine template based on readability research using Google Analytics, **driving 20% increase in story views** and improved mobile reading experience through responsive layouts within 3 months.

Product Designer | *Harsh Systems, Ahmedabad, India* | *Oct 2020 – Jul 2021*

- Led UX redesign of the Native-Salesforce App "SurveyVista" **reducing 60% drop-off rate**. Analyzed insights from **200+ support tickets** and validated the updated design solutions through A/B testing with 50+ users, **achieving 40% engagement increase, 25% bounce reduction, and 34% customer acquisition growth after launch.**
- Collaborated with developers to balance design vision with the technical feasibility of Salesforce. Designed the survey component library for a consistent user experience with every survey designed.
- Conducted usability testing via UserTesting and facilitated cross-functional critique sessions to align the final product with business goals and user needs before handing it to the development team.

SELECTED PROJECTS

Fan Engagement Features – IndyCar Mobile App | *Penske Entertainment* | *Sep 2022 – Apr 2023*

- Executed a mixed-methods research approach **(3 stakeholder interviews, survey with 50+ respondents, literature review)** to identify opportunities for encouraging fan interaction during the Indy500 race.
- Designed **4 engagement features:** predictive race game, live leaderboards, daily polls, trivia with badges, and real-time driver comparisons. Validated through usability testing and delivered prototypes to the product team.

Sustainability Dashboard – Water Treatment Operations | *Endress + Hauser* | *Sep 2021 – Nov 2021*

- Conducted **5 contextual interviews with stakeholders** to map workflows and pain points of current users. Identified the need for a consolidated sustainability KPI tracking dashboard to reduce manual effort and errors.
- Designed a versatile dashboard with automated data collection using sensors, customizable reporting, and anomaly analysis—projected to **reduce manual effort by 70+ hours monthly** while ensuring Excel compatibility.

SKILLS

Design Strategy: Product design, Responsive Web Design, Mobile-first Design, Design Systems, WCAG 2.x accessibility, Design Thinking, Information Architecture, Stakeholder Management

Research and Testing Methods: User Interviews, Contextual Inquiry, Survey, Journey Mapping, Affinity Mapping, Competitive Analysis, A/B testing, Usability Testing, Heuristic Evaluation, Google Analytics, Cognitive Walkthrough

Design Tools: Figma, Adobe XD, Sketch, Framer, Miro, Adobe Illustrator, Wireframing, High-fidelity Prototyping, Design Documentation, Adobe Photoshop, Adobe InDesign

Technical: HTML5, CSS3, JavaScript, Sitecore CRM, Git, Responsive Design Principles, Front-end development

EDUCATION

MS, Human-Computer Interaction — Indiana University, Indianapolis
BS, Computer Engineering — Nirma University, India