



Manisha Yadav

UX Researcher & Designer

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Combines UX research interest with digital marketing experience to approach complex problems and design meaningful experiences.

Work Experience

Digital Marketing Consultant - Techmantu Digital, Bangalore
April 2017 - March 2019

Played key role in development, analysis, implementation and optimisation of digital marketing strategies for 3 international and 8 Indian clients who work in various sectors like healthcare, F&B, e-commerce, education and e-learning. Collaborated with multiple roles to drive alignments.

Digital Marketing Intern - BHIVE Workspace, Bangalore
August 2016 - January 2017

Developed ideas for events and strengthened the online presence of the organisation through social media, website, blog and email. Key fields of contribution include media representation, event marketing and management, content writing and campaign ideation.

Placement Coordinator and Literature Secretary - DBATU, Raigad
June 2015 - May 2016

Led team of coordinators from 8 departments to organise and manage campus recruitment for 600+ final year students. Envisaged and edited annual magazine for Association of Computer Engineering Students (ACES) and trained students draft resumes.

Education

Master of Design (Multidisciplinary Design)
Indian Institute of Information Technology, Design & Manufacturing, Jabalpur
July 2019 - Present

CGPA 9.10

Bachelor of Technology (Computer Engineering)
Dr. Babasaheb Ambedkar Technological University, Raigad
August 2012 - May 2016

CGPA 7.77

References available on request.

Achievements

2021
Filed patent (202121012753) for design of an assistive device for single hand amputees

2018
Promoted to a senior role within a year for outstanding performance at Techmantu Digital, Bangalore

Awarded "Techmantu Star" for the quarter (January 2018 - April 2018) at Techmantu Digital, Bangalore

2016
Taught tribal students computer basics and Microsoft Office fundamentals at Adivasi Kalyan Kendra, Mahad

Skills

User Research
Quantitative Data Analysis
Requirement Elicitation

Information Architecture
Wireframing
Prototyping

Usability Testing
User Behaviour Analysis

Consulting
Web Analytics
Content Writing

Proficiency

Stakeholder interviews
Questionnaires
Persona
Journey Maps
Affinity Maps
Empathy Maps

Figma
Adobe Suite (XD, Ps, Ai)
Hotjar