

# MANISH GUPTA

UI/UX Designer

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Open to Remote Worldwide

## Summary

UI/UX Designer with 4+ years of experience crafting enterprise level digital products for global brands like Mercedes-Benz. Expert in Figma, specializing in end to end user centric design, from deep User Research and Usability Testing to high fidelity rapid AI prototyping and scalable Design Systems.

- Proven track record in optimizing Information Architecture and User Flows for legacy enterprise applications, improving learnability and user efficiency.
- Leverages a strong background in React.js and Tailwind CSS to bridge the gap between complex design and technical execution, ensuring pixel-perfect, developer-friendly handoffs.
- Deeply committed to WCAG Accessibility standards, ensuring high quality, responsive interfaces across all platforms.
- Experienced in Agile environments, delivering data-driven design solutions that align user needs with business goals.

## Technical Skills

- **Design:** User Research, Information Architecture, Wireframing, High Fidelity Prototyping, Rapid AI Prototyping, Usability Testing, Design Systems, Accessibility (WCAG 2.1), Interaction Design.
- **Tools:** Figma, Spline (3D), Canva, WordPress, Copilot (AI assisted design), Antigravity (Rapid AI Prototyping), Miro, Mural.
- **Frontend (Technical Awareness):** React.js, JavaScript (ES6+), Tailwind CSS, HTML5, CSS3, Sass/Less, Bootstrap 5, Git, Postman.
- **Process:** Agile/Scrum, Responsive & Adaptive Design, Stakeholder Management, User-Centered Design (UCD).

## Professional Experience

Programming.com - UI/UX Designer

Feb 2025 – Present

Client: Mercedes-Benz R&D India, Bangalore, India, Nov 2025 – Present

- **UI/UX Designer – SUMS:** Spearheading the end-to-end design of the Software Update Management System (SUMS) for global car software release cycles.
- **Data-Driven Iteration:** Enhanced business flow clarity through A/B testing, usability validation, and iterative design, ensuring the platform meets the rigorous demands of global engineering teams.
- **AI-Driven Prototyping:** Utilizing Copilot and Visual Studio IDE for multi-screen rapid prototyping, accelerating initial concept delivery by 50%.

- **Design Consistency & Compliance:** Maintained high visual and functional standards by strictly adhering to Mercedes-Benz global design guidelines, ensuring seamless integration across the enterprise ecosystem.
- **Collaboration:** Worked closely with stakeholders and teams to analyze user needs, business requirements, and operational pain points.

**Client: Aker Solutions, Mumbai, India, Feb 2025 – Nov 2025**

- **Helix (Legacy Modernization):** Owned the end-to-end UI transformation of a legacy Windows desktop application into a modern, scalable web-based SaaS for oil manufacturing operations.
- **User Centric Design for Diverse Demographics:** Conducted in-depth analysis to simplify complex workflows for a 40+ age user base, ensuring a low learning curve while transitioning them from legacy software to a modern web interface.
- **Operational Impact:** Improved team adoption rates and learnability by streamlining navigation and reducing cognitive load through rigorous A/B testing and iterative prototyping.
- **Strategic Collaboration:** Facilitated the design to dev handoff for frontend team, ensuring pixel-perfect fidelity and continuous support during the implementation.
- **Project StrategyX (Data Visualization):** Revamped a data heavy table application into a modern, high-performance dashboard, focusing on visual hierarchy and data clarity for executive stakeholders.
- **Rapid Prototyping:** Accelerated stakeholder approval cycles by 40% through high-fidelity Figma prototypes that bridged the communication gap between product management and engineering.

**Channel Feeder Pvt. Ltd. – UI/UX Designer & Developer**

**June 2022 – Jan 2025**

- **Channel Feeder App:** Led the end to end design and development of enterprise web application, translating business challenges into functional and visually appealing solutions.
- **Custom Office Management System (OMS):** Designed and architected an enterprise application from scratch, integrating modules for Bulk Payroll (Pay slip Generation), Asset Tracking, and Onboarding/Offboarding.
- **Workflow Optimization:** Conducted stakeholder interviews and user research to identify operational bottlenecks, resulting in a centralized system that enabled seamless collaboration between internal teams.
- **Design Implementation:** Developed responsive, pixel-perfect interfaces using React.js and Tailwind CSS, ensuring 1:1 design to code fidelity and 100% accessibility across all devices.
- **Prototyping & Iteration:** Conceptualized complex user flows and high-fidelity Figma prototypes to validate features with stakeholders before development, reducing rework by 25%.
- **Technical Collaboration:** Partnered closely with backend engineers to integrate RESTful APIs (Postman) and iterative UI enhancements based on real time user feedback.

**Orphic Solutions – UI/UX Designer & Developer**

**Oct 2021 – Jun 2022**

- **End to End Web Delivery:** Led the design, development, and deployment of high-performance websites for a diverse portfolio of clients, utilizing WordPress, Bootstrap 4, and JavaScript.

- **Visual Strategy & Prototyping:** Translated client requirements into professional wireframes and high-fidelity mockups in Figma, ensuring alignment with brand identity and user goals before development.
- **Full-Lifecycle Management:** Managed the end-to-end launch process, including hosting administration, performance optimization, and SEO integration to ensure maximum site speed and visibility.
- **Competitive Analysis:** Conducted market research and competitor benchmarking to deliver differentiated, modern web experiences that improved client digital presence.

## Independent UI/UX Design Consultant & Developer

May 2020 – Oct 2021

- **Strategic Web Solutions:** – Partnered with global clients across the US, Europe, Asia and New Zealand to design and develop conversion-focused websites using Figma, WordPress, and React.js.
- **Full Project Ownership:** Managed the complete product lifecycle from initial UX Audits and Competitor Analysis to high-fidelity UI design and final deployment, fully remotely.
- **Performance & SEO Optimization:** Implemented advanced on-page SEO strategies and performance tuning, resulting in improved search rankings and faster page load speeds for client platforms.
- **Technical Infrastructure:** Handled end to end technical setups, including hosting migration, domain management, and CMS configuration, providing a hassle free experience for non technical stakeholders.

## Education

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Bachelor of Computer Application (BCA)

2013 – 2016

Makhanlal Chaturvedi National University of Journalism and Communication (MCNUJC), Bhopal

## Languages

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- **English:** Professional Working Proficiency
- **Hindi:** Native/Bilingual Proficiency