

# MANORAMA SINGH

Hybrid Digital Designer, Focused on Humanity Centered Design

+91.880.298.3181  
singh.manorama@hotmail.com  
<https://issuu.com/home/published>  
<https://manoramasingh.crevado.com/>

**Currently working with BP as Sr. Digital Designer since June 2021.** I'm a UX / Service/research / Visual Designer with over 14 years of experience in crafting functional online experiences and delivering better results across platforms. My process is - People. Products. Partners. Processes. Leading concepts to tell better stories. Creating narratives and shaping interactions that engage more customers and generate better conversions.

Skills: Building Accessibility · Service Design · Data Visualization · UX Research · Design Strategy · Design Thinking · Experience Design · Product Design

## WORK EXPERIENCE

**UX Analyst at Bechtel Corporation** 02-2020/06-2021

Contract - Design for Engineering, Procurement, Construction and Data management.

**Solution Consultant** 10-18/06-2019

SAHAJ SOFTWARE PVT LTD, Bangalore

I have been actively involved with stakeholders/clients in requirements analysis, Research, ideation, creating personas and writing scenarios, work flows of user task, wireframes, prototype. Designing determining transitional flows & effects to be used to convey concept accurately to the client. Client : Talon, Ada, Plato, Ascent HR, Hackathon, Sahaj.

**Human Factor Designer** 10-17/08-2018

LAERDAL MEDICAL, AHA

Payroll Impelsys pvt ltd, Bangalore

Building CDP enterprise dashboards's UX n Visual style guide to unify the design process across dashboard. Launched a beta product for online CPR training for medical professionals. Built & update system on improvements of the product with engineering and UX teams. Helped to set product direction for new product Exam Engine & its features.

Key Role : Stakeholders collaborations, Practiced service design for CPR training curriculum, cognitive walkthrough, task analysis, touch point metrics, system mapping, affinity diagrams, information architecture, mind maps customer journeys, concept sketch , story board, interaction design, functional prototypes, Finding Scope.

**Sr. UX Designer** 05-15/08-2017

COGBOOKS.COM, Bangalore

Led the design for logbooks market and paired with the data analytics portal to help deliver content, lessons, application for teachers and student. build and update system, worked on improvements of the UX ,reading experience and Visuals. Successfully completed User Analytical Dashboard Focusing to improve performance of student groups by improving feedback Managed work with teams of Data Scientist / Ui Designer / Developers / QA testing members and provided functionality documents and walkthrough.

## EDUCATION

**PGDPD - Graphic Design (Visual Communication)** 2004-2007

National Institute of Design, Ahmedabad

**Bachelor's of Fine Arts - Applied Arts** 2000-2004

College of Arts , Delhi (Delhi University)

**10+12, CBSE Board, Delhi**

## CERTIFICATION

**Certification of Membership**

**Credential ID - 32601** 2017/08

Interaction Design Foundation (IDF)

**Conducting Usability Testing**

**Credential ID - 23601** 2017/08

Interaction Design Foundation (IDF)

## ACHIEVEMENTS

**Autonomous / Hera Global Tech** 2018

XPRIZE FINALIST, India/US

**Women Safety Device Idea**

Concerns about female safety around the globe.

User study, field study, interviews, workshop with diverse age groups. Identity design for the company, Alining design guideline with mobile app and through out design Concept / product development.

**FarmVeda** 2017

An initiative to help farmers , India

Worked with founder and core team members to develop concept for website, Branding, Campaigns, Field Study. Collaborative initiative with social Alfa .

## WORK EXPERIENCE

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Key goals that I had in role were -

- Adaptive Learning platform specification.
- Performing user research
- Conducting usability studies
- Functionality Design process at various stages

**Sr. Social Media Executive** 09-14/04-2015  
JABONG.COM, Delhi NCR

Enhanced profitability, growth by improving CTR (Click Through Rate) including. Retail/E-commerce design experience in a global context for Social Media. Designed Mobile campaigns with responsive design systems to GUI elements, assets, and visual treatments that adapt to sales. Strengthened brand positioning and credibility by aligning OnSite customer usability to product objectives for Jabong.

**Co. Founder / Ux Consultant** 01-12/08-2014  
STRATEGIES & SMILES, NID Incubation

Design Interaction for innovative design solutions such as E-Waste management, Awareness for Organic certification, Campaigns and detailed work flow with Brand guidelines, Guiding team to create products as per concept, message and ideology of the campaign and product.

Worked with following clients :

CERC, Park Plaza hotel, GIZ, Organic Food Mela, WEE Recycle, NID, Britannia, Garner Green, Rajasthan Royal's, experience Commerce and Digital Green, Altisource.

Collaborated with stakeholders and partners to optimise their product through design research as a standard business practice. Ux Writing / Strategies / Team Activities / Execution

**Sr. Graphic / Product Designer** 10-10/10-2011  
PRINCEWARE PVT LTD, Bangalore

The product involved working with stake holders across company for conducting workshops. Initiated new products. Designed both qualitative and quantitative data to solve the problem. Collaborated with product managers business partners and engineers to define product requirement and roadmap. Product Design / Branding in-house / TVC content writing

**Lead GUI / Branding** 08-08/09-2010  
PETTRA CREATIVE SOLUTIONS, Delhi

UI/UX directions, concepts, wireframes, illustration and specifications, style Guidelines . Designing/directing overall graphic image of the company.

## SOCIAL MEDIA

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@manoramasingh



@manorama9



@photopado

## SKILLS

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### UXDesign

Cognitive Walkthrough  
System Mapping  
Touch Point Metrics  
Information Architecture  
Customer Journeys  
Interaction Design  
High Fidelity Wire-framing  
Rapid Prototyping  
Pattern Library  
Usability / Audit

### Design Skills

Service Design  
Design Strategy  
Ideation / Story Board  
Graphic Design  
Brand Style Guideline  
Ux Sketches Notebook  
Design Research  
Collaborative Workshops

### Software Proficiency

Adobe Creative Suit  
KeyNote  
Sketch  
InVision  
Balsamiq  
Zeplin / Principal / DataViz  
/ Tablo

## NOTE WORTHY

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- Designed e-learning module to provide training to village entrepreneurs in Karnataka, Idea presented at IIMA to former prime minister of India
- Merit for B/W photography skill for working with shadows
- Special Student workforce working under CM of Delhi for first Metro Mural design
- Accolades in Landscape Drawings

## INTERESTS

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- Discovering documenting travel, Dance and World wide cuisines. through Blog / Vlog
- Business Analytics
- Doodling / Story Telling / Exploring anything and everything

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