Manvi Mathur

UX / Product Designer

Creating meaningful experiences through design.

www.manvimathur.com
+1 (773) 676-6928
manvimathur14@gmail.com
linkedin.com/in/manvimathur

EXPERIENCE

Whirlpool Corporation — Advanced UX Designer

JULY 2022 - MAY 2024 (2 YEARS)

- Designed and iterated on high-fidelity prototypes and user flows for AI-driven smart appliances, ensuring intuitive and accessible interactions, earning an IF award for UX innovation.

- Led user-centered research initiatives to gather insights and drive iterative enhancements, ensuring seamless integration of user feedback into enterprise and consumer-facing experiences.

- Designed and delivered intuitive digital experiences for enterprise and consumer applications across multiple brands, balancing business requirements with user needs.

- Partnered with global cross-functional teams, including developers and product managers, to align design solutions with technical feasibility, market demands, and accessibility best practices

- Advocated for human-centered design within multidisciplinary teams, facilitating UX workshops and design discussions to drive alignment and collaboration in agile environments.

Blinkfire Analytics Inc. — UX/UI Designer III

AUGUST 2018 - JULY 2022 (4 YEARS)

- Led end-to-end UX efforts for Blinkfire's customer-facing platform, including user research, interaction and visual design, prototyping, and usability testing to drive data-informed decisions.

- Evaluated and optimized existing user interface designs for user effectiveness, conducted user research to align with client business goals, interpreted data, and gathered qualitative feedback.

- Conceptualized, designed, and developed UI mockups, user flows, wireframes, prototypes, and style guides for Blinkfire's platform, ensuring intuitive applications and user-centered solutions.

- Collaborated with product managers, business partners, and engineers to define product requirements and roadmaps.

Illinois State University — Grad Design/Development Intern

AUGUST 2016 – MAY 2018 (2 YEARS)

- Designed user personas, HTML/CSS prototypes, and wireframes, contributing to design discussions within the web development team.

- Supported Frontend development and maintenance of university websites and web applications.

EDUCATION

Illinois State University, IL

MASTER OF SCIENCE
Concentration – UI/UX, Front-end Web Design, Human Computer Interaction

AUGUST 2016 - MAY 2018 | GPA: 4.0/4.0

Jawaharlal Nehru Technological University, India

BACHELOR OF TECHNOLOGY
Computer Science & Engineering

SEPT 2012 - MAY 2016 | GPA: 3.8/4

SKILLS & TOOLS

Design
Interaction Design
Interface Design
Storyboarding
Wireframing
User Flows
Prototyping
Visual Design
Low-High Fidelity
Mockups

Tools
Figma
UXPin
Principle
Adobe XD
InVision
Sketch
Adobe Creative Suite

Research
User Interviews
Usability Testing
Competitive Analysis
Information Architecture
Generative Research
Affinity Diagramming
Persona Creation
Journey Mapping
Benchmarking
Card Sorting
Heuristic Evaluation
Cognitive Walkthrough
Contextual Inquiry
Surveys

Technical
HTML / CSS
JavaScript

AWARDS

iF Design Award 2024
KitchenAid Smart Oven - Product UX

iF Design Award 2025
Whirlpool W Collection Oven - Product UX