# Manvi Fotedar

**UX Designer | Researcher**

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## WORK EXPERIENCE

### SAP Labs
Bengaluru

Associate UX Designer — Oct 2022 - Currrent

Worked on ERP software in the manufacturing domain by focusing on supply-chain system flows. Supported applications in their discovery phase working closely with development teams to maximise product efficiency.

Parallelly, researched and co-wrote a short paper on parameters for identifying AI generated UI, accepted for presentation in HCI International 2023, and supported SAP's first design summit in branding and micro-animation verticals.

### Designplas & Industry Development Network
Remote

Product Design Intern — May - July 2021

Studied the impact of natural disasters in India and narrowed down on floods as responsible for 1500+ annual deaths with increasing vulnerability of life in the country. Addressed the challenge by exploring various scenarios of improving disaster response, and researched both products & systems under the guidance of Mr Pradeep Chowdhury.

Conducted an intensive study of floatation of different forms to redesign the lifebuoy for a larger impact with 34% greater strategic storage space utilisation while maintaining manufacturing costs and considering a quicker drone-based deployment system in a quick response mission.

## PROJECTS

### Philips Student Service Design Challenge
Remote

Finalist — Jan - June 2022

Researched and designed a neo-banking service offering a host of targeted banking services for inter-state migrant workers, comprising a 5.4cr+ largely unbanked population in India, through a dedicated app. Visualised banking for a semi-illiterate user demographic by employing colour-based recognition of currency notes to ease engagement, increase accessibility to welfare schemes, and digital payments, and foster long-term savings plans using research based timelines.

Mentored as a team of four under Anja Popovic, Senior UX designer IBM, and Frank Kolkman Experimental Design, Arnhem, to design for financial and digital literacy and build a credit score through the application.

### MIT Hacking Medicine
Remote

Finalist — Sep - Oct 2020

Analysed and iterated on the track of Digital Clinical Measures of Activity alongside a team of doctors, marketing, and data analysts, narrowing down on geriatric care, specifically, Parkinson's disease.

Built on symptom progression from slowed movements to rigidity, tremors, and repeated falls to create motion-sensor activated AR gaming prototypes for patient rehabilitation and monitoring progress based on the Unified Parkinson Disease Rating Scale (UPDRS) and presented solutions to sponsors under the guidance of a diverse set of accomplished mentors.

## EDUCATION

### Srishti Institute of Art, Design and Technology

Bengaluru, Karnataka
2018 - 22

Bachelor of Design – Industrial Arts and Design Practices - 8.0 GPA

### Delhi Public School Noida

Noida, Uttar Pradesh
2004-18

Grade 12 - PCM with Fine Arts (10+2) 92%;
Grade 10 - CGPA 10

## SKILLS

Design Thinking Toolkit –

Ethnographic Research, User Persona, Storyboard, Journey Map, Service Blueprint, Business Model, Information Architecture, Usability Testing

Conducting Design Sprints

Wireframing and prototyping with Figma, Autodesk Sketchbook Pro, Adobe After Effects, Photoshop, Illustrator & Indesign

## VOLUNTEER

UX India 2023 — Jul - Sep 2023

Contributed to a non-profit UX design conference held in Bengaluru and led by Kaladhar Bapu, serving as a compère and motion designer.