Manjeet Chaurasiya

UX Designer

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www.manjeetchaurasia.com

UI/UX Designer with **10+ years of experience designing data-driven web and mobile solutions for SaaS, logistics, and enterprise systems.** Skilled in UX strategy, design systems, and AI-powered design workflows, delivering user-centric solutions that increase engagement, reduce process time, and improve business outcomes.

Core Skills:

• Design Research • Journey Mapping
• Design Ideation • Data Visualization
• Wireframing • Prototyping
• Interaction Design
• Information Architecture
• UI Design • Usability Testing
• Cross-functional Collaboration
• Stakeholder Management

Familiar Tools :
Figma, AI-Assisted Design (Figma AI, Multi LLMs) Adobe (AI, PS)
Methods : AI compatible Design Approach, Design Thinking, Agile, Human-Centered Design Approach, Accessibility (WCAG)

Certificates & Education

AI-Powered UX Design
Dec 2024, IxDF-The Interaction Design Foundation

UI/UX Design for AR & VR
July 2024, Udemy

Diploma in Digital Graphic Art
2004-2005, APT

Bachelor of Arts
2025-2028 (Ongoing), Guru Kashi University

Social Presence
linkedin.com/in/manjeetkc

PROFESSIONAL EXPERIENCE

Lead UI/UX Designer | BluePi
May 2023 – Present

PriceFlow-Automating and streamlining the project pricing process
• Supported design for guided deal setup flow with real-time validation, reducing deal setup time and improving team resource assignment efficiency.
• Contributed to visual timeline interface and auto-calculated duration features that streamlined in-phase project planning

DMS-Next-Gen Document Management System
• Owned design of unified document management platform for pre-trade agreements with multiple signatories and complex workflows.
• Designed advanced query builder UI leveraging GraphQL-backed data structures; empowered users to generate precise, personalized reports, reducing report generation time.
• Crafted approval workflow patterns and document status tracking interfaces that reduced processing errors and halved follow-up time across finance and legal teams.

iROC-QSR Intelligent Retail Operation Centre
• Designed dynamic dashboards for operations, sales, delivery, and NPS tracking across 500+ quick-service restaurant locations.
• Implemented configurable, real-time data visualization with drill-down capabilities; enabled store managers to surface actionable insights and reduce manual reporting time.

Senior UI/UX Designer | BluePi
May 2021 - Apr 2023

ICAMPS-Mobile Privacy & Security App
• Designed centralized risk dashboard with categorization and alerts- Helped users quickly understand and act on risks
• Designed info-based components (News, Best Practices) - Increased daily active usage and user trust

Muzen-Trully Omni Channel
• Designed complete flows for campaign creation, scheduling, and user segmentation—reducing setup time and improving campaign targeting.
• Built user management with role-based access, enhancing team coordination and admin control.

UI/UX Designer | BluePi
May 2020 - Apr 2021

• **Gati (Logistics App) :** Led UI design, interaction, and visual design; co-defined features and user flow with the team.
• **India Info Drive:** Designed UI and visual elements as part of the design team.
• **PiStats (Analytics Tool):** Delivered UI design and contributed to feature planning and user flow.
• **Hero – GP Mobile App:** Supported interaction design, UI, and visual aesthetics.
• **Herbalife – Training System:** I was responsible for User Journey, wireframes, visual assets, and high-fidelity mockups.

UI Designer | BluePi
May 2018 - Apr 2020

• Delivered visual design stages from concept to visual specs and asset creation forweb and mobile applications.
• Worked on branding, graphical content, and UI design to support product-launches and feature rollouts.

(Earlier roles: Visual Designer at BluePi (2016-2018) & AKS Designs (2014-2016); Graphic Artist at Moddus Communication (2012-2014) – focused on branding, marketing collaterals, and UI design.)