

Manuni Dhruv | Product Designer

Atlanta, Georgia | manuni.dhruv@gmail.com | www.manunidhruv.com | www.linkedin.com/in/manunidhruv

Experience

Campus Ambassador at Figma

Sep. 2024 – Present

- Selected as part of the inaugural cohort of Figma Campus Leaders, tasked with building a strong design community.
- Collaborating with the Figma for Education team to grow Figma adoption on campus, driving awareness and engagement around design and collaboration tools.

Graduate Research Assistant at Center for 21st Century Universities (edtech innovation)

Aug. 2023 – Present

- Co-created pilot course on Headlamp - a skill-based learning platform, to help determine GT's relationship with the platform in implementing skill-based courses for lifetime learners.
- Conducting design-based research for visual design and hierarchy of digital credentials at various US institutions to inform Georgia Tech's visual design process.

UX Design Intern at Window Nation (home improvement)

June 2024 – Aug. 2024

- Assisted in developing a lead generation experience for digital customers. This included brainstorming, high-fi prototypes and hand off to the dev team.
- Established the design system by using Atomic Design principles which included 44 components for buttons, cards, input fields, navigation, etc.
- Conducted user testing with 14 sales reps for new D365 capabilities. Presented results to key stakeholders.

UX Strategist at User Insight (design consultancy)

June 2022 – Aug. 2023

- Conducted user interviews with 60+ participants as Lead Strategist with companies like WestRock, Masonite, Cricket Wireless, Primerica, United Way, Public Health Foundation and distilled data into detailed reports of relevant insights and recommendations to help refine products.
- Designed and tested Order Management within the eCommerce Modernization initiative at Westrock that is used by 50,000 employees and customers around the world.
- Designed simplified workflows and UI for "Themis" User Management platform at WestRock that allows admins to add complex functions, permissions and roles to users.

Projects

Capital One – Sponsored Master's Project

Aug. 2024 – May 2025

Building interactive AI elements to help Gen Z customers build financial capability.

MARTA Atlanta Transit – Sponsored Class Project

Aug. 2023 – Dec. 2023

Designed an interactive information system that will be implemented at Summerhill line BRT stations.

IHG Hotels and Resorts – Sponsored Class Project

Aug. 2021 – Dec. 2021

Redesigned hotel booking flow to include customization for various user needs.

Education

Master of Science in Human Computer Interaction at Georgia Institute of Technology

May 2025

GPA: 4.0

Relevant Coursework: Human-AI Interaction, Design of Online Communities, Strategic Entrepreneurship

Bachelor of Science in Industrial Design at Georgia Institute of Technology

Aug. 2022

GPA: 3.7

Skills

UX Design: Design system, Information Architecture, Wireframing, Rapid Prototyping, WCAG Standard Design

UX Research: Ecosystem Mapping, Affinity Mapping, Task Analysis, User Interviews, Usability Testing

Software: Figma, Adobe Suite, Content Stack, Maze, Miro, Arduino, Qualtrics, Basics of Visual Studio Code