

Manali Borgaonkar

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Senior UI/UX Designer and Branding Specialist with 3.5+ years of experience in **product design, brand management, and team leadership**. Skilled in **leading design teams, web design**, and crafting **user-centric solutions**. Experienced in **strategising** and managing **UI/UX decisions** and driving corporate rebranding through innovative tools and design solutions

Work Experience

QKS Group, Pune

Senior UI UX Designer, Sep 2023 - Present

Website: <https://qksgroup.com/>

- **Led** the company's **rebranding, designing the logo, color palette, typography**, and comprehensive **brand guidelines** to reflect its vision and values.
- **Redesigned** the company's **website**, taking full ownership of its UI and UX to enhance **user engagement** and **functionality**.
- Designed **dashboards** for MARINE Lens, a **market intelligence tool**, and **led the design team** in **managing social media** campaigns to effectively market the product, aligning strategies with the company's objectives.
- Created **newsletters** to support the company's **public relations** initiatives, ensuring **brand consistency** and professionalism.
- Contributed to the development of a **B2B user review platform**, currently in its pre-launch phase, ensuring a seamless user experience (UX).
- Identified inefficiencies in **report creation processes** and designed an **in-house software solution, Report Generator**, to **standardise** and **streamline** report formatting.
- Collaborated closely with **higher management & internal stakeholders** to align **product designs** with the company's **goals, vision, and strategic expectations**.

Asymmtri Innovation LLP, Bangalore

UI UX Designer, March 2023 - August 2023

Website: <https://www.asymmtri.in/>

- **Collaborated** on the design of the company's **website**, ensuring a **user-friendly and visually appealing** experience.
- Designed an **Inventory Management App** for JM Plastics, working closely with the client to understand requirements and deliver tailored **UI/UX solutions**.
- Created the **UI** for **real estate websites** for **Godrej** and **Sobha**, focusing on designing project detail and inquiry pages to enhance user interaction and lead generation.
- Designed the **HR portal**, incorporating features like **employee onboarding, leave approvals**, and detailed employee information to improve **internal operations** and usability.

AIWC, Indore

Visual Designer (part-time) , Feb 2019 - August 2023

- **Managed social media** for the organisation, creating **impactful social awareness** campaigns to engage and inform the community.
- Designed **flyers, banners, and hoardings** to support both online and offline awareness initiatives.
- Developed visually **appealing content** for the organisation's website and **marketing materials**, ensuring alignment with campaign objectives and brand identity.

AanganTree, Bangalore

Visual Designer, August 2021 - June 2022

- **Led** the **design team** as a **Visual Designer**, overseeing the creation of **visual elements, digital prints, and website banners** to **enhance brand appeal** and **customer engagement**.
- Designed **product prints** using various **printing techniques** on ceramics and other mediums, ensuring high-quality and visually appealing outputs.
- Developed **compelling offers** and **promotional materials** to support the company's **marketing strategies**.
- **Coordinated** with the **print media team** and **developers** to ensure seamless integration of designs across digital and physical platforms.

Magus Designs, Jaipur

Accessory Designer (Internship), Jan 2021 - June 2021

- Handled high-end clients **like Adar Poonawalla Foundation, Chivas, and celebrities**, creating **bespoke designs** tailored to their needs.

- Designed **bar cabinets, office desks** for **Ajmer Foods**, and **soft accessories** for **export**, ensuring luxury and craftsmanship in every piece.
- Gained extensive experience in the **export** and **import of luxury** and **leather goods**, enhancing knowledge of the global supply chain.

Duet Luxury, Kolkata

Accessory Designer (Internship) , October 2020 - December 2020

- Created a bag collection for **Manish Malhotra's Lakmé Fashion Week 2021** collection, contributing to a high-profile fashion event.
- Designed accessories using mixed media materials, gaining valuable insights into various materials and their applications in luxury fashion.

Technical Skills

- **Tools:** Figma, Adobe XD, Google Analytics, Photoshop, Illustrator
- **UI/UX Design** (Wire-framing, Prototyping, User Flow), **Responsive Design** (Mobile-first, Cross-platform), **Usability Testing** (A/B Testing, User Feedback), **Branding** (Logo, Visual Identity, Brand Guidelines), **Interaction Design** (Engaging UI, Micro-interactions), **User Research** (Personas, User Journeys, Surveys), **Information Architecture** (Content Structuring), **Design Systems** (Consistent Design Patterns), **Client Collaboration** (Understanding Client Needs, Presentations)

Education

Bachelor of Design, 2021

85%, 8.95 CGPA

Unitedworld Institute of Design, Gandhinagar

12th, 2017

80%, Science Stream

Choithram School, Indore

Certifications

UX Research, Ongoing

Uxcel

UX Design Professional Certification , Ongoing

Google

Enterprise Design Thinking

IBM

UX : The Beginner's Guide

Interaction Design Foundation

UI UX Foundation & Motion Design with Figma

Udemy

Achievements

- UID's Top 5% of the batch
- National Player & Medalist : Diving (sports)
- Sports person of the year 2017: Choithram School
- Received Recommendation for exceptional work by the CEO of Magus Design