

# RISHAB MANOHARAN

Senior UX Design Engineer | Product Designer  
Coimbatore, Tamil Nadu, India | rishabmano@gmail.com | +91 95666 64521

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## PROFESSIONAL SUMMARY

Design engineer with 7+ years spent bridging the gap between how things look and how they actually work. I design and build digital products — from performance dashboards and enterprise platforms to brand-led ecommerce experiences — with a focus on making complex systems feel simple for the people using them. Most comfortable working end-to-end: research through prototyping through front-end code, with AI tools woven into the workflow to move faster without cutting corners.

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## TECHNICAL SKILLS

**Development:** HTML5, JavaScript (ES6+), Tailwind CSS (v4), Responsive Web Design, Cross-Browser Compatibility

**Motion & Interaction:** GSAP (GreenSock Animation Platform), ScrollTrigger, Lenis Smooth Scroll, Micro-Interactions, Scroll-Driven Animations

**Design & Research:** UI/UX Design, Interaction Design, User Experience Testing, Wireframing, Prototyping, Iconography, Visual Storytelling, Typography, Design Systems, Information Architecture, AI-Assisted Design Workflows

**Tools:** Figma, Adobe Creative Suite, VS Code, Git, Vercel, ChatGPT, Claude AI, Midjourney, AI-Powered Prototyping Tools

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## EXPERIENCE

**Senior Design Engineer** | Indsys Holdings India Private Limited

Coimbatore, India (On-site) | Aug 2024 – Present

- Architected a comprehensive UX testing framework for 8 enterprise performance dashboards, reducing average task-completion time by 26% across 4 user cohorts totaling 150+ stakeholders.
- Spearheaded the redesign of 7 mission-critical dashboard interfaces, elevating system usability scores by 14 points as measured by post-release SUS benchmarking.
- Engineered interactive data visualization components that consolidated disparate operational metrics into unified views, enabling faster and more confident decision-making for cross-functional teams.
- Integrated AI-based workflows for layout generation, component exploration, and design-to-code handoff, enabling rapid iteration across multiple dashboard modules.
- Orchestrated moderated usability testing sessions with 130+ participants, translating research findings into actionable design iterations that measurably improved user satisfaction.
- Established a scalable design system with reusable component libraries, design tokens, and accessibility guidelines (WCAG 2.1 AA), ensuring cross-platform consistency across all product surfaces.
- Partnered with product management and engineering stakeholders to define KPIs, user personas, and journey maps for 3 enterprise verticals, aligning design strategy with quarterly OKRs.

**Product Designer** | eFACiLiTY® – IWMS & CAFM Solution

Coimbatore, India (Hybrid – Freelance) | Mar 2024 – Present

- Conceptualized and delivered end-to-end product design for an integrated workplace management platform, streamlining 14 facility management workflows and reducing user error rates by 19%.

- Redesigned the core navigation architecture and interaction patterns for 11 modules, improving feature discoverability as validated through A/B testing with facility managers across multiple client sites.
- Leveraged AI-powered tools for rapid wireframe generation, copy refinement, and asset production, freeing up capacity for deeper UX research and strategic design thinking.
- Produced 45+ high-fidelity prototypes and interaction specifications, tightening the development handoff cycle and reducing design-to-code discrepancies.
- Defined and documented a comprehensive information architecture spanning all product modules, creating user flows, sitemaps, and taxonomies that simplified onboarding for new facility managers.
- Conducted heuristic evaluations and competitive benchmarking across 5 IWMS platforms, identifying 16 usability gaps that informed a prioritized redesign roadmap approved by senior leadership.

### **UX Researcher & Product Designer | Protect4less**

*Dubai, UAE (Remote) | Nov 2020 – Sep 2024*

- Drove a 43% improvement in onboarding efficiency and a 37% rise in new user activations by spearheading strategic cross-functional initiatives spanning UX research, product design, and marketing alignment.
- Designed and developed conversion-optimized landing pages with structured visual hierarchies across 4 product verticals, measurably improving lead capture and reducing bounce rates.
- Produced 25+ technical brochures and marketing collateral featuring data-driven visual storytelling, strengthening the inbound pipeline and supporting the sales team's outreach efforts.
- Conducted competitive audits and 35+ user interviews to inform information architecture decisions, resulting in a streamlined checkout flow with noticeably higher conversion.

### **Junior UX/UI Designer – User Research and Prototyping | Rush Republic**

*Tamil Nadu, India | Oct 2018 – Oct 2020*

- Accelerated project delivery by 18% and significantly increased client satisfaction by supporting the creation of wireframes, interactive prototypes, and user flow diagrams for 12+ client engagements.
- Executed 35+ user research sessions including card sorting and heuristic evaluations, synthesizing findings into design recommendations that strengthened task success rates across multiple projects.
- Collaborated with cross-functional teams of developers and product managers to iterate on interaction design patterns, tightening design revision cycles and improving handoff quality.

### **UX Design Intern – Interaction Design and Usability Testing | RR Donnelley**

*Greater Chennai Area, India (On-site) | Jul 2018 – Sep 2018*

- Collaborated with cross-functional teams to document project requirements and user needs, contributing interaction design concepts to active product workstreams.
- Conducted moderated usability tests and compiled actionable findings that informed multiple design refinements, supporting the team's efforts to improve end-user task efficiency.

## **PROJECTS**

### **The World Mall – Ecommerce Website & Social Media | RM Studio (Freelance)**

*Remote | 2024 – 2025*

- Architected and developed a full ecommerce platform on Next.js with a headless CMS, delivering a responsive storefront with 200+ product SKUs and sub-2-second page loads optimized for mobile-first shoppers.

- Created and managed a social media content strategy across Instagram and Facebook, producing 55+ branded posts that drove measurable follower growth and became a consistent source of organic site traffic.

### **Green Molecule – Ecommerce Website & Social Media** | RM Studio (Freelance)

*Remote | 2023 – 2024*

- Designed and developed a full ecommerce website for a sustainability-focused brand, delivering a responsive storefront that contributed to a significant uplift in online revenue within three months of launch.
- Developed a cohesive social media visual system across Instagram and LinkedIn, growing monthly impressions 3x and strengthening overall brand engagement.

### **Vedoré – Social Media Design** | RM Studio (Freelance)

*Remote | 2022 – 2023*

- Designed 26 social media assets for a luxury beauty brand, establishing a dark jewel-toned visual language across Instagram, Facebook, and Pinterest that elevated brand perception and strengthened audience engagement.

### **Nap Chief – Social Media Design** | RM Studio (Freelance)

*Remote | 2020 – 2021*

- Conceptualized and produced 70+ social media creatives for a lifestyle sleepwear brand, building a playful yet premium visual identity that noticeably increased profile visits and story interaction rates.

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## **EDUCATION**

### **Bachelor of Design – Design and Visual Communications**

*Dr. G.R. Damodaran College of Science | Jun 2015 – Jun 2018*