

# Zainab Manaal

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zainabmanaal.com

## UI / UX Designer

Architect turned UX designer with 5 years of formal design training and 2 years of professional practice in spatial design, stakeholder management, and complex project delivery. I design intuitive digital experiences through research, information architecture, wireframing, and interaction design, with shipped products serving 40,000+ daily users. I bring systems thinking from projects spanning 40 million users to healthcare facility planning.

## Selected Design Experience

### UI/UX Intern · Reno Platforms

Aug 2025 – Feb 2026

- › Designed examination and certificate modules for a School & Universities ERP platform serving 40,000+ students daily, improving task completion speed by ~25% during UAT testing
- › Led end-to-end design of Safed Baradari heritage venue website — transforming a fully offline business into a digital booking platform with conversion-optimized user flows
- › Designed and shipped Franco-Indian Campus website (Embassy of France × IIT Delhi), connecting international life sciences researchers
- › Collaborated within a 25-person product team (5 designers, 15 engineers, 2 PMs) using Kanban workflows on Jira
- › Used analytics including heat maps, dead-click tracking, and task completion metrics to iterate on design decisions across multiple product lines

### Designer in Residence — Cohort 11 · 10K Designers

Aug – Dec 2025

- › Developed end-to-end UX case studies from research through high-fidelity prototyping with persona creation and usability validation
- › Participated in design critiques, mentorship sessions, and design sprints with senior designers and industry practitioners
- › Built portfolio case studies: problem framing, research synthesis, wireframing, visual design, and outcome documentation

### Freelance UI/UX Designer · 925 Studios — Intl. Client

Late 2024

- › Designed Audioh, a social audiobook platform with unlimited streaming, social listening rooms, and community features
- › Created investor-facing prototypes for pitch decks that contributed to securing \$250K in pre-seed funding
- › Delivered ideation-to-development-ready files in days within an established design system under fast-paced sprints

### Founder · Folio — Presentation & Print Design Studio

Jan 2026 – Present

- › Founded a design studio focused on presentation systems and narrative-driven visual communication for creative professionals

### Executive Architect · Vyom, New Delhi

Feb 2024– July 2025

## Spatial & Systems Design Projects

*Architectural work reframed through UX thinking*

### Urban Experience Design — Kumbh Mela 2025, Prayagraj

Mar – Dec 2025

Designed wayfinding and spatial interventions for 13 major city roads serving 40M+ pilgrims. Conducted on-site user research across a 9-month engagement with Prayagraj Mela Authority and UP State Government.

*Executive Architect* | Vyom, New Delhi

Feb 2024– July 2025

### Healthcare Experience Planning — Fortis Mental Wellness Center, Gurugram

Designed patient-centered spatial layouts with accessibility considerations informed by empathy mapping and journey analysis.

*Executive Architect* | Vyom, New Delhi

Feb 2024– July 2025

### Global Health Infrastructure — WHO Global Centre, Jamnagar

Spatial planning and visual communication for a global research facility, applying user journey thinking to institutional wayfinding.

*Architectural Intern* | ADCPL, New Delhi

2023

### Residential User Experience — Kapoor Residence, New Delhi

Designed interior environments focused on comfort, spatial clarity, and material harmony.

*Architectural Intern* | ADCPL, New Delhi

2023

### Institutional Campus Planning — National Communication Academy

Large-scale campus planning concepts with focus on circulation systems and spatial hierarchy.

*Executive Architect* | Vyom, New Delhi

Feb 2024– July 2025

# Skills & Tools

## UX & PRODUCT

User Research   Wireframing   Prototyping   User Flow Mapping

Information Architecture   Interaction Design   Usability Testing

Design Systems   Responsive Design   Visual Communication

Stakeholder Presentations

## TOOLS

Figma   FigJam   Adobe Illustrator   Adobe Photoshop

Adobe InDesign   Jira (Kanban)   G Suite   AutoCAD   SketchUp

Enscape

## AI-ASSISTED DESIGN

ChatGPT & Gemini   Bolt & Lovable

## LANGUAGES

Hindi	Native
English	Professional
French	Elementary
Urdu	Limited
Arabic	Reading

# Education

## Bachelor of Architecture

2018 – 2023

Jamia Millia Islamia, New Delhi · First Division with Honours

*Thesis: 15-Minute Neighborhood – User-centered spatial design exploring walkability, community infrastructure, and human-scale urban planning*

## Higher Secondary Education

Summer Fields School, New Delhi

Class XII: 89% aggregate, 94% (best of 4) · Class X: CGPA 10.0

# Achievements & Certifications

## Cohort 11 – 10K Designers

Aug – Dec 2025

Designer in Residence

## ANDC (Annual NASA Design Competition)

Jan 2021

Selected in Top 100

## Housing Policy & Planning – NPTEL

Oct 2021

Certification

## Disaster Recovery & Build Back Better – NPTEL

Apr 2022

Certification

## Zonal NASA Zone 1 Winners

Oct 2018

Jamia Millia Islamia

## Psychology Behind Designs

Jan 2022

Course by acedge.in

# Research & Documentation

## Magazine Publication

ADCPL's project on milk processing plant for Country Delight – SSMB Magazine, May 2023

## Medieval Neighbourhood Documentation

Urban morphology, spatial patterns, and community structure – Nizamuddin Basti, Delhi, 2022

## Kath-Kuni Architecture Study

Vernacular architecture and sustainable construction – Manali, 2019

## Dissertation on Indian Architect

Research study on Dr. Suptendu P. Biswas, 2021

# Design Community

- › Cohort 11\_10K Designers
- › Future of Design – IIT Delhi
- › UX and product design meetups across Delhi