Manya Wahi
Industrial Design Centre
Indian Institute of Technology Bombay

22B3618
B.Des.
Gender: Female
DOB: 24/02/2005

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2026	

Hi! I'm Manya

A designer with a passion for storytelling and exploration. I enjoy creating engaging user experiences and reading literary fiction novels.

My Portfolio

behance.net/manyawahi

Key projects

Milan

UX Project | Guide: Prof. Anirudha Joshi | Aug 2024

- Conceptualised and developed an **interactive calendar gadget** to help middle class Indian families stay organized and efficient through collaboration.
- Conducted **contextual inquiry** to identify key requirements and pain points, interpreted the data through **affinity mapping.**
- Created **personas and scenarios** to better understand the product's fit in life. Crafted wireframes and hi-fi prototypes and iterated on the design based on **user feedback and testing**.

TripAdvisor

Ergonomics Project | Guide: Prof. Wricha Mishra | Sep 2024

- Executed a comprehensive ergonomic analysis of the TripAdvisor app using various assessment methods like **HTA, SHERPA** and **Heuristic Evaluation**. Conducted user testing and **eye tracking studies** to identify navigation and usability challenges.
- Redesigned screens to alleviate **pain points**, enhance user experience and **reduce cognitive load.**

PetNet

UX project | Self initiated under Google's UX design course | Jul 2024

- Developed a community-focused app for pet owners and enthusiasts, **promoting pet adoption** and **aiding lost and found pets.**
- Applied a user centred approach by conducting interviews, making **empathy maps**, personas, scenarios and **mapping user journeys.**
- Designed the **user flow, wireframes and prototypes** to craft a seamless user experience, and create a coherent **visual identity.**

Pandharpuri Pickles

Packaging design project | Guide: Prof. B. K. Chakravarthy | Apr 2024

- Conducted user interviews to understand **consumer preferences and needs**.
- Developed a distinctive brand identity and packaging design for pickles made by rural women in Pandharpur, prioritizing **cost effectiveness, functionality and fit in life** for both the producer and the user.

Skills

Core

UX research | Contextual Inquiry | Affinity Diagramming | User Flows | Personas | Scenarios | Interface Design | Prototyping | Heuristic Analysis | User Testing | Visual Identity | Branding | Typesetting

Toolset

Figma, Figjam, Adobe Indesign, Photoshop, Illustrator, Procreate, Miro

Experience

Insight, IIT Bombay

Design Manager | April 2023- present

- Responsible for managing the overall design output for the institute's **student media body** with an online readership of **4,00,000+.**
- Leading a team of 5 conveners, designing print editions of newsletters and to be circulated among **10,000+** students. Also created Insight's **first digital newsletter.**
- Single-handedly ideated and executed the layout, illustrations and data visualization for Insight's **Senior Survey microsite.**

Mood Indigo, IIT Bombay

Design Coordinator | Aug 2023- Dec 2023

- Developed the **brand identity** for Mood indigo '23 as part of a team of 6.
- Created the **official logo** for Mood indigo '23, also made thematic social media posts for MI's Instagram page of **125,000+** followers.
- Played an integral role in conceptualizing and designing 'Mirage' the **official newsletter** of Mood Indigo, promoting the various events that take place and advertising the festival.

Level Supermind

Graphic Design Intern | Jul 2023- Sep 2023

- Created engaging **posters, Instagram posts and graphical content** for the company's website and app.
- Conceptualised and **redesigned the company's culture book** reflecting it's values and beliefs, creating a light-hearted and friendly introduction to company culture for new hires.

Achievements

- **Department Rank 2** in a batch of 37 students (2023- 2024)
- **Institute Academic Prize** for excellence in academics (2023- 2024)
- **All India Rank 1** in UCEED 2022 out of a total of 10,000+ applicants.