MANALI ARORA

Milton, ON, Canada | Email: manaliarora04@gmail.com | LinkedIn: /manali-arora/ | Portfolio: https://bit.ly/37pYQdX

PROFESSIONAL SUMMARY

Creative and innovative Visual Designer leveraging a background in digital media marketing, SEO writing, and market and user research. Passionate about developing creative digital products from ideation to execution. Proven leader with exceptional interpersonal communication skills that thrives in a collaborative team environment. Recognized for possessing a keen eye for modern design principles.

TOOLS & TECHNICAL SKILLS

Figma | InVision | Figjam | Adobe XD | Miro | Maze | Hootsuite | Google Analytics | Digital/Content Marketing | User & Proto Persona | User Experience Interviews | Usability Tests/5 Second Tests | Mood Boards | Mobile Wireframes | User Flows | Color Theory & Accessibility Test | Heuristic Evaluation | Typography | Interaction Design & Iconography | Storyboarding | UI | Sitemaps | RWD | Card Sorting | Redlining & Annotations | UX Writing | HTML | CSS | Agile | Jira

PROJECTS

UI Design Case Study | Government Website Redesign | Canada Revenue Agency | https://bit.ly/3rJzqyN
The CRA website was redesigned both for desktop and mobile to make navigation easier. The process involved heuristic evaluation, user tests and feedback. Designs went through several iterations before reaching the final stage.
Skills Leveraged: Heuristic evaluation, color accessibility test, Guerrilla tests, Redline and Annotations, Moodboards, Card Sorting, Sitemap, Wireframes, Visual designs
Tools Used: Figma, InVision, Miro, Awesome Screenshot (Google Plugin)

UX Design Case Study | GotYou Parental Control App | https://bit.ly/3JZi1tc
This project was designed with the aim of helping busy parents monitor and track their kids' YouTube activity.
Skills Leveraged: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), competitor analysis, priority matrix, Guerrilla Testing, Mobile wireframes, Prototyping
Tools Used: Figma, InVision, Miro, FigJam, Google Drive

UX Design Case Study | Go-Fly Travel Match App | https://bit.ly/3NEgoDi
The goal of this project was to help travelers find like minded families or partners for the purpose of traveling.
Skills Leveraged: User Research (Interviews + Surveys) & Analysis, Persona Creation, Affinity Maps, User Flows, competitor analysis, priority matrix, Guerrilla Testing, Mobile wireframes, Prototyping
Tools Used: Adobe Color, Figma, InVision, Miro, Google Drive

PROFESSIONAL EXPERIENCE

Jombone Inc.; Milton, ON   8/2018 - 9/2020 | 3/2021 - 12/2021
Content Writer & Strategist
Evaluated, examined and critiqued website layout and conceptual design. Defined, penned and reviewed content on website portal. Curated social media presence. Ensured quality control by overseeing SEO operation.

Green Schools Green Future; Toronto, ON (Remote)   7/2019 - 10/2020
Communications Manager
Built, maintained and enhanced social media platforms through Hootsuite. Trained junior writers in incorporating SEO techniques for newsletter blogs.
- Recognized by the CEO for mentoring the social media/content writing team.
- Contributed to a 25% increase in social media followers post joining, in over two months.

-Additional Experience-

Senior Content Writer | **Publicis iStrat;** Gurgaon, India
Authored content/Google Ads to boost clients' social media presence. Collaborated with marketing heads and clients for result-oriented growth. Strategized with clients for effective product launches, contests and promotions online.

Sub Editor | **India Today Group Online;** Noida, India
Promoted for generating more business through effective writing, documenting and editing content pieces for mobile operators. Collaborated with the product development team to deliver fresh ideas and promotional methods.

EDUCATION

UX/UI Design Certificate - University of Toronto; Toronto, ON | **2022**
Masters Degree in Advertising & Marketing Management - Amity University; Noida, India
Bachelor of Arts with a focus in English, Economics, & Computer Science - University of Lucknow; Lucknow, India