AI & Automation
Agentic System Design, RAG Framework Integration, Google Dialogflow (Conversational AI), MiroAI, Figma Make, Claude Code.

Design & Discovery
Figma, Lovable (AI App Building), MidJourney (Generative UI), Usability Testing, Ethnographic Research.

Data & Growth
Google Analytics, SEO/CRO, A/B Testing Frameworks, Jira, Information Architecture.

Languages
English ●●●●●●
Hindi ●●●●●●
German ●●●○○○
French ●○○○○○
Gujarati ●●●●○○
Marathi ●●●●●●

Portfolio
https://www.manasi-hukku.com
Password for Portfolio: **Portfo110**

Education
Film & Television Institute of India
May 2004 - Jun 2005 | Pune, India
Post-graduate major in feature film screenplay writing.

Fergusson College | Jun 2000 – Jun 2003 | Pune, India
Bachelor of Arts (Hons) in German.

Trainings & Certifications

UI and UX Design Specialisation | CalArts California (Coursera)

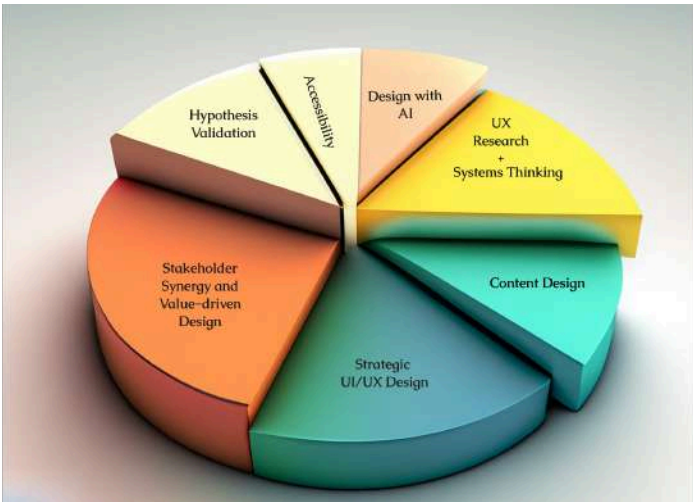Certification in AI-powered UX Design | Interaction Design Foundation (IXDF)

Manasi Hukku
Product Strategy & Design Lead

kamdar.manasi@gmail.com| Portfolio| LinkedIn| +61413033034| Australia
Australian Permanent Resident (Global Talent Visa Subclass 858)

Advantage Summary

15 years. 5 industries. 5 geographies. I've mastered the art of shipping "delightfully simple" products that solve complex technical constraints. I'm a **Product Design Leader specialising in high-impact solutions for Media, FinTech, and Telecom.** I bring a proven track record of modernising global operations, recently transforming manual legacy processes into **agentic, no-code systems** across LATAM, MENA, and SEA. I thrive at the intersection of deep user research, cross-functional collaboration, and scalable design architecture. My skills include:

Work Experience

DesignWrite| Director | Since August 2024 | Singapore & Global |
Focus: AI-Native Telco Orchestration & Agentic Design

- Architecting **AI-native journey orchestration SaaS** for global telcos (AT&T Mexico, Telkomsel), reducing market launch times from **6 months to hours** via natural language configuration.
- Integrating **RAG frameworks** and **agentic workflows** into operator platforms to automate complex CX sequences and KYC fallbacks.
- Leading a cross-functional team of 6 designers in deploying to accelerate end-to-end service delivery of new app launches across LATAM, MENA, and SEA.
  Clients include: Circles.Life, AT&T Mexico, UXArmy, Etisalat

Grab| UX Designer, Payments | Jan 2022 – Aug 2023| Singapore

- Designed scalable CX for **34.9M Monthly Transacting Users**, focusing on high-stakes FinTech products (Lending, Neo-banks, Loyalty).
- Established foundational **content standards for evidence-led AI**,

Building Conversational Experiences with Dialogflow | Google Cloud

Certification in German Language | Goethe Institut, Pune, India
Zentrale Mittelstufenprüfung (University Grade Examination for proficiency in German language)

Awards
100-word Short Story winner|
Emirates Literature Festival | Dubai, UAE
Awarded by Lord Jeffrey Archer.

National Merit Scholarship | Pune University, India
Award recipient for excellent academic performance in B.A. (Hons).

K.P. Joshi scholarship | German Department, Fergusson College, Pune, India
Awarded recipient for the highest score in first-year boards.

Memberships
SWA (Screen Writers' Association) | Mumbai, India

UX Australia | Meetup 🔴

Women in Voice | Global

Community Work
Storyteller at National Library Board | Singapore

Volunteer member of giving.sg

Founding member of GrabFest, an employee carnival organised by Grabbers, for Grabbers.

References available upon request.

ensuring transparency and legal compliance in automated financial decisioning.

- Leveraged **data-driven UX frameworks** for OVO PayLater and GXS Banks across SEA, contributing to a **121% YoY revenue increase** (2022).

Constellar | Senior Manager, Brand and CX | Sep 2020 – Dec 2021 | Singapore

- Spearheaded full-cycle UX strategy for national-scale digital event platforms (Singapore FinTech Festival) in collaboration with **MAS (Monetary Authority of Singapore)**.
- Engineered **intricate A/B testing frameworks** and complex information architectures to digitize high-value MICE interactions.

PropertyGuru | SEO Content Specialist | Aug 2019 – Aug 2020 | Singapore

- Deployed **semantic SEO strategies** and long-tail keyword modeling to increase blog traffic by **40%**.
- Led the end-to-end MVP development of a mortgage product, aligning **user intent algorithms** with conversion-optimized UX.

Sociallyknit | Founder/Director | Jan 2013 – Dec 2017 | Dubai

A digital marketing agency specialising in impactful web content, social media management, and custom B2C campaigns.
- Successfully rebranded ORAHI (India), a $1.2 million carpool enterprise, improving user experience through data-driven UX/UI redesign and achieving a **15% market reach** increase within 90 days via strategic social media campaigns.
- Drove over 1 million AED in revenue growth and **doubled customer reach** for ZEBRA CROSSING & ZC EVENTS (UAE) in just two months through targeted online promotions and radio partnerships.

Makmur Megah (Cartoon4KidsNetwork) | Head of Story and Animation Design | Feb 2008 – Aug 2010 | Kuala Lumpur

- Engineered script-to-screen strategies for international distribution (MIPTV Cannes).
- Scripted "The School of Kungfu", a 13-episode animated children's series, which was successfully showcased and sold at MIPTV Cannes, France.

Neela Telefilms | Creative Director | Jun 2006 – Nov 2007 | Mumbai

- Lead screenwriter for top-tier networks (Disney, Sony, Discovery); pioneered long-form scripting for a popular TV show "Taarak Mehta Ka Ooltah Chashmah."