

AI & Systems

Agentic system design, conversational UX (Dialogflow), RAG workflows. AI-assisted prototyping (Figma Make, Miro AI) and automated handoff workflows (Figma Dev Mode → MCP → Claude Code).

Product & UX

Service design, end-to-end product design, interaction design, design systems, journey mapping, information architecture.

Research & Optimisation

Generative and evaluative research, usability testing, A/B testing, analytics-informed design, CRO

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)

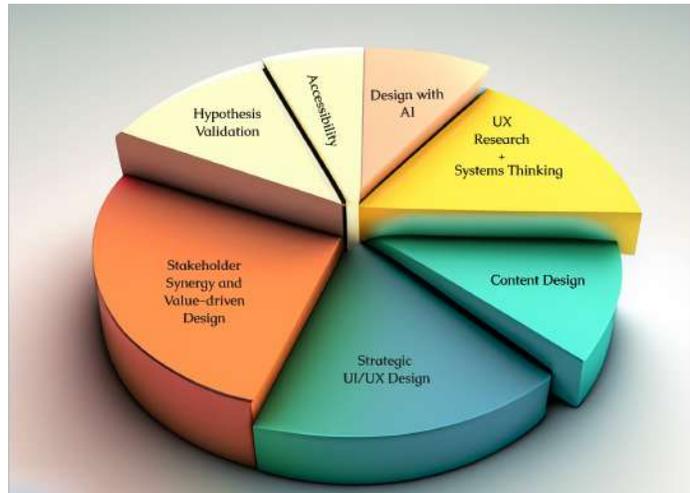
Manasi Hukku

Senior Product Designer · UX Lead (B2B SaaS, Fintech, Telco)

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Summary

Senior Product & Experience Designer with 15+ years **simplifying complex telco, fintech and media workflows into scalable digital products**. I lead end-to-end product discovery and delivery, from research to shipped features, improving activation, conversion and operational efficiency across APAC, LATAM and MENA. My skills include:



Work Experience

DesignWrite | Founder/ Director | Since August 2024 | AU/ SG
Focus: AI-Native Telco Orchestration & Agentic Design

- Journey-mapped and designed an **AI-native Telco Journey Orchestrator** for Etisalat, Dubai and Telkomsel's by.U in Indonesia. Reduced time-to-market by **95%**, accelerating 6-month cycles into hours and **\$2M+ impact on operational efficiency**.
- Created an agentic design framework and reusable UI patterns (Figma design system + conversation patterns) that **reduced engineering dependency by 60%** and standardised experiences across LATAM, MENA and APAC markets.
- Partnered with product, engineering and operations leaders to align on KPIs (launch cycle time, error rates) and iteratively tested flows, contributing to a 95% reduction in launch time and over \$2M in operational efficiencies.
Clients include: Circles.Life, AT&T Mexico, UXArmy, Etisalat

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

- From the ground up, end-to-end product design for **Grab + OVO's Buy Now Pay Later** onboarding, payment flows, and error states by partnering closely with Research, Product, Engineering, and **i8n** in a cross-company collaboration.

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

[Friends of Figma](#), Sydney, Australia

[UX Australia](#) | Meetup 

UX & Content | Slack

Community Work

Storyteller at [National Library Board](#) | Singapore

First COVID volunteer of [giving.sg](#)

Founding member of [GrabFest](#), an employee carnival organised by Grabbers, for Grabbers.

References available upon request.

- Conducted on-ground ethnographic research with merchants and users, restructured the information architecture, CX UI, and app accessibility for 34.9M MTUs (monthly transacting users).
- The same year I leveraged cross-functional partnerships to design and successfully launch Grab's first **neo-bank GXS in Singapore, GX in Malaysia**, and **Superbank in Indonesia** impacting its **112% revenue increase in 2022**.

[Constellar](#) | Senior Manager, Brand and CX | Sep 2020 – Dec 2021 | Singapore

- Designed digital event platforms for 4 flagship shows (**SFF, IoT Asia, ITAP, SITEX**), in under 6 months; all while partnering closely with C-suite stakeholders from (**Association of Banks, Singapore**) and (**Monetary Authority of Singapore**), **product, engineering, branding**, and **design leads**.

[PropertyGuru](#) | Content and Design Specialist | Aug 2019 – Aug 2020 | Singapore

- Owned the end-to-end IA and MVP design flows of a mortgage product that captures **user intent algorithms** for a conversion-optimised UX.

[Sociallyknit](#) | Founder/Director | Jan 2013 – Dec 2017 | Dubai

- Entrepreneurial Product Designer with a track record of driving significant revenue growth. I transformed ORAH's UX to capture **15% more market share in 90 days** and **generated 1M+ AED in revenue** for ZC Events through an integrated strategy of targeted UX and high-impact digital marketing.

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

- Conceptualized and scripted a 13-episode animated series, leading a cross-functional team of illustrators and editors from story strategy to final production.
- Successfully pitched and sold the series at **MIPTV Cannes**, achieving international distribution interest.

[Neela Telefilms](#) | Creative Director | Jun 2006 – Nov 2007 | Mumbai

- Penned scripts for on-air networks such as Disney, Pogo, Sony Entertainment Television, and Discovery.
- First screenwriter on Tarak Mehta Ka Oolta Chashma.