

Portfolio

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

AI & Systems

Agentic System Design,
Human-in-the-Loop (HITL) Workflows,
Trust & Transparency
Architecture. Conversational UX
(NLU/LLM), Contextual Guardrails.
Automated Design-to-Code Handoff,
Design Token Architecture, NPM Kit
Integration.

Product & UX

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

Research & Optimisation

Generative Engine Optimisation (GEO),
SEO, usability testing, A/B testing,
analytics-informed design, CRO.

Languages

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

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 Experience Architect
(Fintech, Telco, B2B SaaS)

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Summary

15+ years taking dense financial, operational, and technical complexity and turning it into intuitive digital products across Fintech, Telco, and B2B SaaS.

I'm a pragmatic AI adopter and systems thinker specialising in 0-to-1 environments, service architecture, and cross-functional leadership. Proven track record of bridging the gap between business strategy, legal/regulatory logic, and intuitive end-to-end customer journeys, driving over \$2M in operational efficiency and leading distributed multidisciplinary teams.

Core Competencies

0-to-1 Product Strategy & Prototyping
UX Writing, Microcopy & Content Design
Accessibility (WCAG) & Inclusive Design
Code-Level Prototyping (V0, Loveable, Figma Make, MCP workflows)
Multi-Market Adaptation & Localisation

Work Experience

[DesignWrite](#) | Founder/ Director | Since August 2024 | AU & SG

Lead AI experience design and product strategy for global telcos and SaaS platforms, focusing on AI-native orchestration, internal tools, and agentic workflows.

- Led design of an AI-native Telco Journey Orchestrator for operators such as **Etisalat (Dubai)** and **Telkomsel's by.U (Indonesia)**, owning end-to-end customer and staff journeys and **reducing time-to-market from ~6 months to hours while unlocking over \$2M in operational efficiency.**
- I built and scaled a modular AI system to launch **new telecom brands across countries** by mapping cross-market customer journeys to find common steps, then added custom logic and human safety checks to automate the process.
- Established **a single source of truth by syncing Figma to React codebases via MCP**, reducing engineering dependency by 60% and ensuring 100% UI consistency.
- Navigated "build vs. buy" scenarios with Business, Legal, Data, and Risk stakeholders; validated complex design and tech decisions through facilitated workshops with product and engineering leads to ensure AI automation remains transparent, auditable, and aligned with core KPIs.

Clients include: [Circles.Life](#), [AT&T Mexico](#), [UXArmy](#), [Etisalat](#)

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.

Grab | CX Designer, Fintech | Jan 2022 – Aug 2023 | Singapore

- Led CX for Grab's core payment products (**BNPL, Wallet, and Mystery Rewards**), optimising seamless payment flows for **34.9M monthly active users** across ride-hailing and food delivery.
- Spearheaded the end-to-end design for the **Grab x OVO BNPL** rollout; managed complex onboarding, billing, and repayment flows in a high-stakes cross-company initiative.
- Conducted on-ground research to re-architect information hierarchies and establish the first unified Voice & Tone guidelines for **Grab x OVO**, navigating cultural taboos and regulatory fee transparency.
- Partnered with Data, Legal, and Risk to co-design BNPL eligibility and automated decisioning experiences, improving repayment flows, and streamlining refund logic.
- Accelerated multi-language design reviews by integrating **Figma and Phrase**, reducing manual cycle times, and ensuring consistency across diverse SEA markets.
- Led end-to-end payment and wallet flows for the launch of **GXS (SG), GX (MY), and Superbank (ID)**, contributing to a **112% year-on-year revenue increase** in 2022.

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

- Designed digital event platforms and experiences for 4 flagship shows (**Singapore FinTech Festival, IoT Asia, ITAP, SITEX**).
- Created video content and hybrid experiences by optimising event landing pages, all while aligning with C-suite stakeholders at the Association of Banks and the Monetary Authority of Singapore.
- Built information architecture and designed content-heavy workflows to digitise high-value B2B interactions (lead capture, meetings, sessions) via A/B tests and experimentation.

PropertyGuru | Content and Design Specialist | Aug 2019 – Aug 2020 | Singapore

- Owned end-to-end IA and MVP flows for a mortgage product, matching user intent to loan options and improving clarity on calculation formulas and conversion.
- **Increased blog traffic by 40%** through (SEO) search-aligned content that tightly supported product discovery and decision-making.

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

- Ran a digital studio **blending UX and content strategy for SMEs and consumer brands**.
- Improved ORAH's carpool product UX and positioning to capture **15% more market share in 90 days**, and **drove 1M+ AED in revenue** for ZC Events via targeted UX and digital campaigns.

Early career – Narrative & Story Design

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

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