

MANASI HUKKU

CONTENT DESIGN MANAGER

SKILLS

UX Writing | UX Research | Usability Testing | Language Transcreation | Design thinking | Content Strategy | Branding | Marketing | SEO

TOOLS

Figma | Adobe XD | Miro | Jira | Confluence | Adobe Photoshop | Adobe XD | Maze | Dialogflow | Medium | Google Analytics | Meltwater

PORTFOLIO

<https://www.manasi-hukku.com/>
<https://medium.com/@manasihukku>

LANGUAGES (S/R/W)

English | German | French | Hindi | Marathi | Gujarati

TRAININGS & CERTIFICATIONS

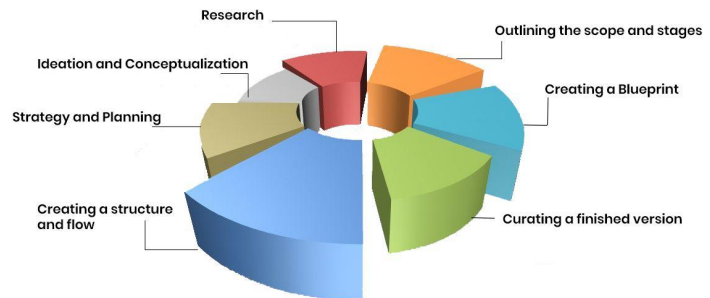
- **UI and UX Design Specialization**, Coursera.
 - Visual elements of User Interface Design
 - Web Design, Strategy and Information Architecture
 - UX Design Fundamentals
 - Web Design-Wireframes to Prototypes
- **Building Conversational Experiences with Dialogflow**, Google Cloud.
- **Microcopy & UX Writing**, Udemy.
- **Design Thinking: Data Intelligence**, LinkedIn.
- **Certification in Graphic and Animation**, Edit Institute, Pune, India.
- **Diploma in B/W and Color photography**, Deccan Education Society, Pune, India.
- **Certification in German language**, Goethe Institute (or Max Mueller Bhavan), Pune, India.

Attempted and passed the Zentrale Mittelstufenprüfung (University Grade Examination for proficiency in German language)

ADVANTAGE SUMMARY:

Film Content Creative → Content Marketeer → Content Designer.

I have 14 years of experience across India, Middle East, and Southeast Asia. From visual and strategic storytelling to crafting experiences that bridge audiences with products, my expertise lies in -



WORK EXPERIENCE:

CONTENT DESIGNER, **Grab** Financial Group

(Jan 2022 – Present) Singapore

- I add a humane flavour to Grab's **Payments, Lending, and Loyalty** products. The work I did spanned from wireframes to research studies while working closely with Product Designers, Product Managers, Marketing Managers, Researchers, Engineers, and Localisation Specialists to develop the visual design language for Grab's top 3 products and its growth-related features.
- I led the creation of UI Payment glossary in English and its regionally localised versions.
- I also implemented a Legal & Compliance review process that integrates a Figma-Phrase workflow to help store, organise, and track our different versions of content and design.

SENIOR MANAGER, Brand and Customer Experience, **CONSTELLAR**

(Sept 2020 – Sept 2021) Singapore

- End-to-end ownership and delivery of content across various customer touchpoints within the digital ecosystem.
- These include content curation, providing editorial direction, amplifying integrated marketing efforts, and project leadership for several deliverables such as web engagements, video content, social media channels, blogs, digital platform design, and B2B community events.

CONTENT WRITER, **PropertyGuru** (Contract)

(Jan 2020 – Aug 2020) Singapore

I create relevant articles for the various guides on Property-Guru. You can view my articles [here](#).

UX CONTENT STRATEGIST, **Kearney** (Contract)

(Aug – Nov 2019) Singapore

- Conducted research, created personas using Photoshop, affinity maps, and wireframes in Balsamiq. Created a near real-time Feedback app with the help of design style guide in Sketch and prototyped it using InVision.
- Translated the org's tone of voice into clear and concise UI copy and collaborated with internal stakeholders to workshop and launch **CONNECT MVP**.

- **Concept and Set Design intern**, GRIPS Theatre, Berlin, Germany.

AWARDS

- Emirates literature festival, Dubai, UAE.
100-word Short Story winner awarded by Lord Jeffrey Archer.
- **National merit scholarship**, Pune, India.
Awarded by Pune University for excellent academic performance in B.A.
- **K.P. Joshi scholarship**, Pune, India.
Awarded by Fergusson College Pune for highest score in German language.

MEMBERSHIPS

- GrabFest Organising Committee
- Singapore Product Design
- [Women in Voice](#)
- [Screenwriters Association](#)

CONTACT

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<https://www.linkedin.com/in/manasihukku/>

ENTREPRENEUR/ BRAND ACCOUNT DIRECTOR, Sociallyknit

(January 2013 - November 2017) Dubai, UAE

Entrepreneur of a boutique digital marketing consultancy focused on brand stories, user-generated content on social media, and personalized B2C solutions.

Some key clients include -

1. [QRAHI, India](#)
2. [Zebra Crossing & ZC Events, UAE](#)
3. [MARYA Academy, UAE](#)

HEAD OF CONTENT & DESIGN, [Makmur Megah Sdn Bhd \(Cartoon4Kids\)](#)

(Feb 2008 - Aug 2010) Kuala Lumpur, Malaysia

- Led existing and new animation projects from conception to execution.
- Site-mapping the stages of classical animation stories, creating a structure for the development of high concepts, and leading workshops with teams to plan long-term content.
- Written 13 episodic animated children's series titled "The School of Kungfu". Later, the series was animated and sold at MIPTV Cannes.

CREATIVE DIRECTOR, [Neela Telefilms Ltd.](#)

(Jun 2006 - Jan 2008) TV Production, Mumbai, India

- Ideate TV shows for Disney, Pogo, Sony and SAB TV
- Doodle characters and crack concept briefs for on-air network branding.
- Maintaining workflow alongside creatives and production teams, keeping location costs in check, communicating concepts and vision to channel representatives, and ensuring the show meets its timeline and budget.

SCRIPT WRITER & ASSISTANT CREATIVE, [Fireworks Productions](#)

(Sept 2005 - Jun 2006) TV Production, Mumbai, India

- Ideate new content & brief production teams on upcoming shows & scripts.
- Screenwriter of "C.I.D. Special Bureau", a prime time crime thriller aired on SONY Entertainment Television, India.

EDUCATION:

[FILM & TELEVISION INSTITUTE OF INDIA](#)

(2004-2005)

Feature film screenplay writing, Film & Television Institute, Pune, India.

[FERGUSSON COLLEGE, PUNE UNIVERSITY, INDIA](#)

(2000-2003)

B.A. (Hons) in German, Fergusson College, Pune University, India.