

Manisha Koranga

Senior UI/UX Designer | AI-Driven Products | Human-Centred Design | HCI

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SUMMARY

Senior UX Designer with **4+ years of experience** designing digital products across aviation, logistics, e-commerce, and software. Skilled in simplifying complex workflows and data-heavy systems through **human-centred design, HCI, research, prototyping, and usability testing**. Currently designing logistics products at SpiceJet, including **Kargo 360 and SpiceXpress**, while building an **AI-native design practice** using AI-assisted workflows, rapid prototyping, and vibe coding to create intuitive, accessible, and outcome-driven experiences.

EXPERIENCE

Sr. UX Designer, Spicejet

05/2026 – Present
Gurgaon

Kargo 360 — Logistics & Operational Digitization

- Led UX strategy for **Kargo 360**, transforming paper-based cargo management into a digital ecosystem and reducing shipment processing time by **25%**.
- Designed mobile-first workflows for ground staff and warehouse operators, using **high-contrast UI, large touch targets, and simplified task flows** for fast-paced operational environments.
- Simplified complex cargo workflows by structuring information around user tasks, reducing cognitive load and making frequent actions easier to discover and complete.

SpiceXpress — Data & Decision-Support Dashboards

- Designed **data-intensive dashboards** for SpiceXpress to surface real-time freight movement, capacity utilization, and warehouse logistics, enabling stakeholders to make faster, data-informed decisions.
- Translated complex operational data into clear **visual hierarchies, actionable states, and decision-support interfaces**, helping users understand system status without navigating through multiple layers of information.
- Redesigned the **Air Waybill (AWB) generation and tracking flow**, introducing predictive search and validation patterns that reduced manual data-entry errors by **30%**.

Flebo — Healthcare & Consumer Experience

- Redesigned the **health-package discovery and selection experience** for Flebo, simplifying how users understand, evaluate, and choose diagnostic packages across different labs.
- Identified a key information-architecture problem where users could not clearly see **which tests and parameters were included in a package or how packages differed between labs**, making comparison and decision-making difficult.
- Reworked the package and lab-listing experience to make **package composition, test details, and lab-level differences more visible**, helping users understand that a package acts as a starting point while its tests and pricing can vary by lab.
- Removed the confusing pattern of individual test “pills” with cross icons that allowed users to unintentionally alter a selected package without sufficient context; redesigned the flow around clearer actions such as **replacing the package, adding another package, or adding individual tests**.

- Applied **progressive disclosure, recognition over recall, information hierarchy, and cognitive-load principles** to help users make more confident decisions in a high-trust healthcare journey.

Cross-functional & AI-assisted Design

- Collaborated with product, engineering, and business stakeholders across discovery, user flows, prototyping, high-fidelity UI, and development handoff.
- Used **AI-assisted design workflows, rapid prototyping, UX AI tools, and vibe coding** to accelerate ideation, exploration, and design iteration.

Sr. UX Designer, *Applere Technologies*

12/2022 – 05/2025

Noida

- Led end-to-end **UX/UI design for 10+ web and mobile products**, simplifying complex user journeys through research, information architecture, interaction design, prototyping, and usability-focused iteration.
- Designed experiences for **Lakme, JK Tyres, and Hidden India**, adapting interaction patterns and visual systems to different audiences, business goals, and digital contexts.
- Analysed **user behaviour and product data** to identify friction points, redesign key journeys, and improve usability and conversion, contributing to a **40% reduction in bounce rate and 30% increase in engagement**.
- Applied principles of **visual hierarchy, cognitive load, progressive disclosure, and recognition over recall** to make information and actions easier to discover and understand.
- Partnered with product, engineering, marketing, and business stakeholders to translate requirements into **high-fidelity, responsive interfaces** and production-ready design specifications.
- Led and mentored a **5-member design team**, improving design consistency and reducing design cycles by **40%**, while achieving **95% user satisfaction**.
- Conducted design critiques and iterative evaluations to identify usability issues, align teams on design decisions, and continuously improve product experiences.

UX Designer and Marketing - Freelancing, *Oxidise by Bharti*

12/2021 – 12/2022

Delhi

- Led **UX/UI design for an e-commerce website**, translating business goals and brand requirements into intuitive, conversion-focused customer journeys.
- Redesigned key **e-commerce workflows and user journeys**, improving information hierarchy and reducing friction across the shopping experience.
- Applied user-centred interaction and visual design principles to create **clear, consistent, and easy-to-navigate experiences** across digital touchpoints.
- Collaborated closely with developers to ensure accurate **design handoff and implementation**.
- Contributed to a **30% increase in online sales** through improvements to the e-commerce workflow and customer journey.

EDUCATION

Bachelor of Technology in Electronics and Communication, *DIT University*

2018
Dehradun

SKILLS

UX and Design Skills — User-Centred Design, User Research, Usability Testing, Information Architecture, Prototyping, Design Systems, Data Visualization, Dashboard Design, Conversational UX, AI-Native Product Design, Accessibility