

MANVI GUPTA

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SUMMARY

Senior Product Designer with a **foundation in Computer Science and Human-Computer Interaction**. Specialized in defining the end-to-end experience for complex, data-rich systems and navigating the intersection of AI and UX. **Co-founder of an international award-winning education game** with multiple school district adoption.

WORK EXPERIENCE

Product Designer, **Freelance**

Dubai, UAE | May 2026 - Present

- Helping organizations transform complex technical systems into intuitive, high-impact products.
- Advising on the intersection of AI and User Experience to ensure complex automation remains human-centered.

Product Designer, **Microsoft Corporation**

Sunnyvale, CA, USA | July 2024 - Jan 2026

- Led the redesign of the end-to-end monitoring **experience for Azure and Fabric SQL db**, introducing new features, enhancing existing onboarding experience, and aligning stakeholders on a shared vision.
- Defined the experience strategy for **AI developers** using SQL DB to build their RAG applications in Fabric and SSMS.
- Streamlined design workflows by building a **secure-by-design library**, a reusable **data visualization library**, persona insights platform, and an **AI analysis agent**.

Product Designer, **Freelance for Apple Inc.**

Sunnyvale, CA, USA | Oct 2023 - June 2024

- Crafted an e2e **experience for Apple's Enterprise Partners**, enhancing user efficiency and platform accessibility.
- Revamped internal operations by **conceptualizing, prototyping, and roadmapping an admin portal**.

Co-founder and Product Lead, **Terrible Workers**

Pittsburgh, PA, USA | Jan 2023 - Present

- **Spearheaded research** on education system shortcomings to define goals for promoting student's interpersonal skills.
- Designed and validated **transformational games** that led to 53% transformation in students behavior.
- Devised a **sustainable adoption strategy** for long-term project implementation within the client school.

UI/UX Engineer, **Apple Inc.**

Hyderabad, India | Jun 2018 - Jul 2022

- Executed the end-to-end design and technical development for **Apple's Customer Relationship Management (CRM) tool**, simplifying complex workflows for AppleCare advisors globally.
- Achieved a **24% reduction in post-production issues**, increased **recruitment team efficiency by 33%**, and reduced **turnaround time by 45%** for COVID-19 impacted customers.
- Presented my work to the senior leadership, including **Apple's CIO**, and **supervised a team of 5 people**.

AWARDS

- **First Prize for Game Design**, ECGBL 2024 (12th International European Conference for Game Based Learning)
- **Bronze Prize for Game Design**, Serious Play Conference 2024
- **Sole receiver of a grant** for contributions to the CRM Application, Apple (2021)

EDUCATION

2022-2023	Master of Human-Computer Interaction (MHCI), Carnegie Mellon University	Pittsburgh, PA, USA
2014-2019	B.E. Computer Science, Birla Institute of Technology and Science, Pilani	Hyderabad, India
2014-2019	Integrated Msc. Mathematics, Birla Institute of Technology and Science, Pilani	Hyderabad, India

SKILLS

Human-Centered Design (HCD), Experience Strategy, Service Design, Product Vision, Agentic AI, Prompt Engineering, Responsible AI, User Research, Interaction Design, Rapid Prototyping, Data Analysis, Usability Testing, Figma