Manasa Hegde

San Jose, CA

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Seasoned UX Designer with 5+ years of experience in Human-Computer Interaction, dedicated to crafting meaningful consumer and enterprise applications. Skilled at bridging user needs with business goals to deliver impactful, user-centered solutions that drive engagement and efficiency.

Work Experience

Research Assistant

NOV 2024 – Present Ongoing San Jose State University

Actively contributing to the design and evaluation of a portable and effective Powered Air Purifying Respirator (PAPR) for wildland firefighters. Conducting comprehensive literature reviews and preparing for lab and field usability testing to address critical issues such as comfort, communication, and breathability.

FEB 2024 – MAY 2024 *Honda*

Conducted an experimental research project investigating prosocial behavior in micromobility VR environments, managing script development, survey design, and data collection for 50 participants.

UX Design Intern *CHG Healthcare*

MAY 2024 – AUG 2024

Designed and iterated on the locum reimbursement feature for CompHealth's app, partnering with researchers, product managers, and sales reps to align complex requirements into a streamlined, user-friendly workflow that reduced manual tasks for internal teams by **40%**.

Leveraged heuristic evaluation to identify and prioritize usability issues in the CompHealth app, designing and implementing offline interactions and UX improvements that increased app engagement by **15%** and improved user satisfaction scores by **20%**.

Product Designer *Practo Technologies*

DEC 2019 – MAY 2023

Spearheaded the design of e-commerce and diagnostics features for the Practo app, driving a 42% increase in user satisfaction and a 300% increase in conversion rates during the COVID-19 pandemic. Collaborated with cross-functional teams to deliver intuitive, data-driven solutions that aligned user needs with business goals.

Revamped checkout flows with a user-centered, data-driven approach, leading to a 15% reduction in bounce rates. Adapted designs to meet sprint goals in an Agile environment, collaborating closely with engineering and QA to ensure high-quality execution and maintain consistency across product features.

Implemented a pixel-perfect design process, refining detailed specifications for engineering teams and reducing design-related bugs by **20%**, improving the visual consistency of product quality and user experience.

UX/UI Designer *Novaders LLP*

NOV 2017 – OCT 2019

Managed design initiatives and optimized user experience across SaaS, B2B, and consumer products in HR, Edtech, Inventory Management, and Oil & Gas sectors, driving iterative improvements.

Promoted user-centered design for selfie-based attendance app, aligning UX strategies with user and business goals, resulting in a notable **20%** increase in engagement and a **50%** reduction in customer complaints.

Education

San Jose State University
AUG 2023 – MAY 2025
Masters in Human Computer Interaction

Visvesvaraya Technological University
AUG 2013 – MAY 2017
Bachelor's in Computer Science

Skills

Design Processes: Design Thinking, Interaction Design, Information Architecture, Data Visualization, User-Centered Design, Data-Driven Design, User Research, Analytics Cross-Functional Collaboration, Inclusive Design, Accessibility Guidelines, Iterative Design Process, Prototyping, Wireframing, UI Design, Design System Application, Mobile & Web Design, Typography & Iconography, Enterprise Solutions

Research: User Research, Usability Testing, Qualitative and Quantitative Analysis, Insights Mining, Problem Solving

Tools: Figma, Sketch, Figjam, Adobe Creative Suite, InVision, Axure, Dovetail, Keynote, Sketch

Academic Project

Exploring the Effectiveness of VR-Based Mindfulness for Stress Reduction: A Comparative Analysis with Traditional Techniques

Conducting a comprehensive literature review to explore the effectiveness of mindfulness practices (e.g., guided breathing and meditation) in Virtual Reality (VR) setups.

Analyzing existing research comparing VR-based mindfulness techniques with traditional methods to assess their impact on user well-being.

Preparing to design and test a VR experience aimed at enhancing mental clarity and mindfulness.