

Deepti Mansukhani

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Experience

UX & Service Design Consultant (Contract)

Partnership for the Homeless, July 2020 – June 2021, New York, NY

The Partnership aims to keep families safely housed, through rental assistance, legal referrals, landlord mediation, and tenant education.

Due to COVID-19, more families faced home evictions and required immediate financial assistance. This led to a backlog in processing requests on time. Role included to:

- Redesign and simplify existing online and offline application process to accommodate growing number of client requests;
- Review existing user flow with internal stakeholders, from initiation to completion, identifying key touchpoints and pain points in the process;
- Review client feedback and make recommendations based on priority, ensuring better customer service;
- Redesign the organization's Homepage, About section and Application page through mockups and wireframes, focusing on responsiveness, information hierarchy, and clear calls-to-action;
- Liaise with software consultant and redesign internal dashboard to store, view and track client applications.

Highlight: Increase in assistance from four to forty families per week, with an 85% decrease in error rate and 45% increase in customer satisfaction.

UX Designer (Freelance)

April 2020 – Present, New York, NY

Responsible for design and development of responsive websites and mobile apps for clients in tech, education, not-for-profit, and e-commerce. Clients include Corwin Publishing, Here2Help volunteer app, Confectionary app, and DownToDash a meetup app. Design approach includes:

- Meet with clients to understand business needs and user frustrations;
- Conduct user research through qualitative interviews, online surveys, card sorting, and competitor analysis depending on nature of the project;
- Synthesize data, create personas, map customer journeys and present findings to stakeholders;
- Prioritize features based on goals, create user scenarios, sitemap and user flows to show possible points of entry at given situations;
- Conduct design sprints on initial sketches. Create detailed mockups, wireframes and prototypes using Figma and XD, keeping developers in loop to ensure feasibility;
- Conduct usability testing and document feedback;
- Create style guides in compliance with WCAG and Human Interface Guidelines.

Highlight: Created web pages and app screens for onboarding of new users, product browsing, payment checkout process, profile verification. Clients received positive feedback from old clients and saw rise in new clients with higher engagement rate on their site, leading to higher sales and higher demand for their products.

Wedding Planner (Founder) & Event Producer

Dee Weddings, 2013 – March 2019, New York, NY

Conceptualized and organized weddings for couples from diverse backgrounds. Planned immersive events for corporate clients. Awarded WeddingWire Couples Choice in 2017.

Skills

Project Management
Storytelling
Detail-oriented
Deadline driven
Highly organized
Strong communication
(verbal & written)

Education

Masters in HRM,
Griffith University, Australia

Bachelors in IB,
Griffith University, Australia

UX Design,
General Assembly, New York

About

Curious and driven to make things easier for users.
Approach: open-minded, compassionate, and iterative, with lots of sketches.
Previously an event producer and wedding planner.