

Deepti Mansukhani

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Experience

UX & Service Design Consultant (Contract)

The Partnership to End Homelessness, July 2020 – June 2022, 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 backlog in processing requests on time. The role included:

- Redesign and simplify the existing online and offline application process to accommodate growing number of client requests;
- Review existing user flow with internal stakeholders, from initiation to completion, and 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. Worked on Corwin Publishing, a meet up app, a volunteer app, a responsive confectionary website, an education website, and more.

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 their users and saw rise in new customers with higher engagement rate on their site, leading to higher sales and higher demand for their products.

Wedding Planner (Founder)

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

User research
Usability testing
Heuristic evaluations
Affinity mapping
Journey mapping
User flows
Personas
Wireframing & Prototyping
Storytelling
Visual design
Balsamiq, Adobe XD, Figma

Education

Masters in HRM,
Griffith University, Australia

Bachelors in IB,
Griffith University, Australia

UX Design,
General Assembly, New York

About

Driven to make things easier for users. Always curious.
Approach: open-minded and iterative. Previously an event producer.