

MANASI HUKKU | CONTENT DESIGNER

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TOOLS

Figma | Sketch | Adobe XD | InVision | Adobe Photoshop | Balsamiq | Celtx | WordPress | Google Analytics | Google Dialogflow | Phrase

LANGUAGES (S/R/W)

English | Hindi | Gujarati | Marathi | German | French

PORTFOLIO

<https://www.manasi-hukku.com>
Password for Portfolio: Portfo110

EDUCATION

FILM & TELEVISION INSTITUTE OF INDIA | MAY 2004 – JUN 2005 | PUNE, INDIA

Post-graduate major in feature film screenplay writing.

FERGUSSON COLLEGE | Jun 2000 – Jun 2003 | PUNE, INDIA

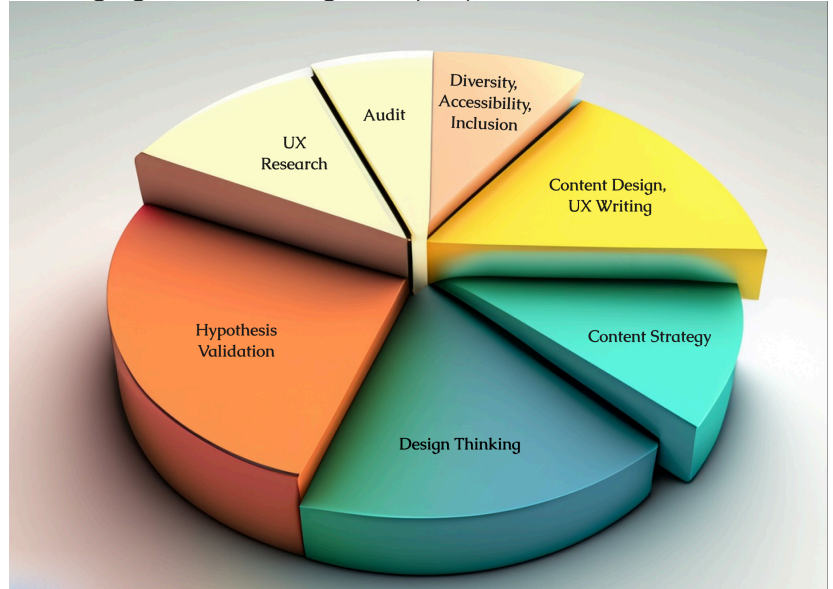
Bachelor of Arts (Hons) in German.

TRAININGS & CERTIFICATIONS

- **UI and UX Design Specialization** | CALARTS, Coursera
 - Visual elements of User Interface Design
 - Web Design, Strategy and Information Architecture
 - UX Design Fundamentals
 - Web Design-Wireframes to Prototypes
- **Building Conversational Experiences with Dialogflow** | Google Cloud
- **Certification in Graphic and Animation** | Edit Institute, Pune, India
- **Diploma in B/W and Color Photography** | Deccan Education Society, Pune, India

ADVANTAGE SUMMARY:

I bring 14 years of **creative problem-solving experience** to connecting human-behaviour dots across Entertainment, Branding, MICE, and FinTech. I am passionate about humanising technology and creating delightful new experiences by leveraging customer insights. My expertise lies in:



WORK EXPERIENCE:

GRAB | CONTENT DESIGNER | Jan 2022 – Present | Singapore
Content Designer for Grab's Payments, Lending, and Loyalty products that reach 34.9mn monthly transacting users (MTU's). Key responsibilities include:

- Working with cross-functional teams, conducting qual/quant research, user testing, defining the content strategy, crafting the IA, and maintaining copy standards.
- Establishing brand voice and tone guidelines, creating comprehensive content glossaries, legal review frameworks, and crafting app accessibility principles.
- Developed 3 new products across each vertical, contributing to the 112% increase in revenue in 2022.

Constellar | SENIOR MANAGER, BRAND AND CUSTOMER EXPERIENCE | Sep 2020 – Dec 2021 | Singapore

In under 6 months, I spearheaded end-to-end content delivery for their proprietary hybrid (digital and physical) events. These include:

- Singapore Fintech Festival (SFF), IoT, Asia (Internet of Things), ITAP (Industrial Transformation Asia-Pacific), and SITEX (Singapore's Consumer IT Exhibition) alongside stakeholders from ABS (Association of Banks in Singapore), MAS (Monetary Authority of Singapore), and Accenture.
- Additionally, I led the brand and content strategy for Connect@Changi, a covid-era meetings facility.
- Managed the content team and streamlined processes focusing on UX journey maps, content audits, user flows, competitive analysis, and content hierarchies.

- **Certification in German Language | Goethe Institut, Pune, India**

Zentrale Mittelstufe Prüfung
(University Grade Examination for proficiency in German language)


AWARDS

- **Emirates Literature Festival | Dubai, UAE**
100-word Short Story winner.
Awarded by Lord Jeffrey Archer.

- **National Merit Scholarship | Pune, India**
Pune University's award recipient for excellent academic performance in B.A.(Hons).

- **K.P. Joshi scholarship | Pune, India**
German Department at Fergusson College award recipient for top score in first-year boards.

MEMBERSHIPS

- **SWA** (Screen Writer's Association) | Mumbai, India
- **Singapore Product Design | Meetup **
- **Women in Voice | Global**

COMMUNITY WORK

- Storyteller at **National Library Board | Singapore**
- Volunteer member of **giving.sg**
- Founding member of GrabFEST, an employee carnival organized by Grabbers, for Grabbers.

PropertyGuru | CONTENT WRITER | Aug 2019 – Aug 2020 | Singapore

- Led property reviews & promoted various property guides with long-form SEO articles. View some of my trending articles [here](#).
- Achieved 114% growth in blog traffic by researching keywords, auditing content, analysing competitors, and writing SEO content.

Sociallyknit | FOUNDER | Jan 2013 – Dec 2017 | DUBAI, UAE

Entrepreneur of a boutique digital marketing consultancy focused on web content strategies, managing social media portfolios, and personalised B2C solutions. Some key Clients include:

1. ORAH, INDIA

- Rebranded Folksvagn, a \$1.2m Gurgaon-based carpool enterprise to Orahi for a local resonance.
- Revamped the web and app UX through quant user testing and on-ground data gathering.
- Orchestrated the largest "free petrol" campaign in conjunction with the Marketing team on Facebook & LinkedIn to expand market reach by ~15% in 90 days.

2. ZEBRA CROSSING & ZC EVENTS, UAE

Drove the annual revenue growth beyond 1m AED, doubling customer reach in 2 months through dynamic online promotions and strategic radio partnerships.

Makmur Megah Sdn Bhd (Cartoon4KidsNetwork) | HEAD OF CONTENT & DESIGN | Feb 2008 – Aug 2010 | KUALA LUMPUR

Developed high concepts, planned long-term content, and journey-mapped animation story stages into engaging animations.

- Scripted "The school of Kungfu", a 13-episodic animated children's series, which was successfully showcased and sold at MIPTV Cannes, France.

Neela Telefilms Ltd. | CREATIVE DIRECTOR | Jun 2006 – Nov 2007 | MUMBAI

- Penned scripts, commercials, jingles, and voiceovers for on-air networks such as Disney, Pogo, Sony Entertainment Television, and Discovery.
- Streamlined workflows, controlled location costs, and presented pitches to channel representatives.
- Some popular series include Tarak Mehta Ka Oolta Chashma and Bunty aur Babli.