Mannat Pardasani

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mannat-pardasani

Design Engineer building experiences people can trust, making strategic decisions rooted in user insight and leveraging AI to move quickly without compromising quality.

EXPERIENCE

Outreach Specialist

Purdue RecWell May 2026 – Jun 2026 — Social Strategy · Content Creation · Analytics

- Researched what content resonated with students using Meta engagement data, identifying what drove recall and participation across a **50,000+ student campus**.
- Built the social content strategy, calendar, and brand voice around those insights, leading production from concept to post.

Web Developer

Delighto.ai Aug 2025 – May 2026 — User Research · Front-End Development · Design-to-Code

- Conducted user interviews and usability sessions that shaped a **full website and app rebrand** for a digital business card platform.
- Led the design-to-code handoff for a **10-person team**, building the production front end in TypeScript, React, and Tailwind CSS with responsive layouts and microinteractions.
- Accelerated development with Claude Code and Figma Make, correcting output by hand for pixel-level fidelity.

UX Design Intern

Communique Marketing Services Dec 2025 – Jan 2026 — Journey Mapping · Experiential Marketing

- Designed journey maps and wireframes for the site of **YouTube's** 8-week Spotted on Shorts creator program, built on research into low-digital-literacy users. The campaign won a **2026 Economic Times marketing award**.
- Ideated 100+ experiential concepts for **Google Gemini** with AI-generated mockups and refined the strongest into 15+ client pitches. Concepts went live at the T20 Cricket **World Cup**, Google's flagship pavilion at a global AI summit with **20+ heads of state**, and House of Google AI at a **160,000+ attendee** festival.
- Managed on-site setup, crowd flow, and real-time content capture from day 1 of Fund My Crazy, Google Gemini's **nationwide** student innovation challenge.

Graphic Design Intern

Purdue Student Life Marketing Oct 2024 – Aug 2025 — Design Systems · Brand Identity · Signage

- Designed **200+** print and digital assets under one design system across 30+ departments, reaching **50,000+ students**.
- Built an identity system with 3-color logo variants, use-case adaptations, and a usage guidebook for the FSCL 150th Anniversary.
- Designed promotional graphics that **expanded into a full sub-brand** across signage, tickets, and environmental design for MHAW Wellness Wednesday.

Marketing Intern

peopleHum May 2024 – Jul 2024 — B2B Marketing · SEO · Google Analytics

- Produced **150+ B2B marketing assets in 10 weeks** across social, digital, and editorial formats for a SaaS company.
- Optimized web content for SEO and tracked traffic in Google Analytics, doubling down on the content that drove the most clicks.
- Experimented with AI generation tools to expand the range and quality of marketing content, and shaped campaign strategy with the **CEO**.

Digital Strategy Analyst

KPMG May 2023 – Jul 2023 — Conversational UI · AR/VR

- Designed the conversational UI for internal AI tools from functional requirements.
- Visualized AR/VR experience concepts for **Samsung**, turning emerging technology into interaction scenarios.

EDUCATION

Purdue University

Polytechnic Institute and College of Liberal Arts
B.S. Web Programming and Design
B.F.A. Visual Communications Design
2022 – 2026

Dean's List · Indian Emerging Scholar

LEADERSHIP

Vice President

AIGA Purdue Aug 2024 – May 2026

Team Leadership · Event Programming

- Led the chapter's junior and senior boards and general membership, structuring the leadership team and its roles.
- Built professional development programming with **7+ industry speakers**, including authors and practicing designers, giving students the resources and networks to grow.
- Grew active membership **2x** through events and outreach across email, posters, and group channels.

SKILLS

PRODUCT
Figma, User Research, Usability Testing, Wireframing, Prototyping, Design Systems

VISUAL
Adobe Creative Suite, Brand Identity, Print and Digital Design, Social Media Strategy

FRONT END
HTML/CSS, JavaScript, TypeScript, React, Tailwind CSS, Responsive Design

AI WORKFLOW
Claude Code, Cursor, Figma Make, Figma MCP, Adobe Firefly, Gemini, Veo 3

LANGUAGES
English, Hindi, Spanish

EXHIBITIONS & COURSES

Undergraduate Annual Juried Exhibition
2023, 2024, 2026

An Introduction to Accessibility and Inclusive Design
University of Illinois Urbana-Champaign, 2026