

Myra Manekia

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Motivated Product Designer passionate about creating innovative, user-centric experiences that blend creative intuition, analytical rigor, and human behavior insights. Skilled in leveraging Cognitive Science and Human-Centered Design principles to reimagine digital platforms—down to the pixel—to drive product innovation. Fueled by curiosity, empathy, and an experiment-iterate mindset, I excel at transforming concepts and user feedback into high-impact experiences, communicating thoughtfully, and collaborating effectively to bridge digital and physical worlds of real people, in real time and real places.

AREAS OF EXPERTISE

PROFESSIONAL SKILLS	Critical Thinking Communication Cross-Functional Collaboration Detail-Oriented Design Language Design Thinking Problem-Solving Product Sense Roadmap Development Social Media Self-Management User-Centric Design User Experience User Research
TECHNICAL SKILLS	Design Tools Figma Micro-Interaction Design Mobile Design Mobile Design Systems User Research Methods (Interviews, Data Analysis) User Testing (A/B & usability testing) Prototyping Wireframing

PROFESSIONAL EXPERIENCE

Product Design Intern , Payfast by Network Cape Town, South Africa	06/2024 - 08/2024
<i>Second-largest online payments platform in the region. Hired to support the design team amidst a rebranding transition.</i>	
- Designed screens and banners for re-branded merchant app listings on Google Play and App Store, addressing device-specific constraints (mobile and web platforms) and optimizing visual hierarchy to enhance user engagement; designs successfully implemented and currently live. - Re-imagined donations platform by developing a new product roadmap grounded in cognitive user research, driving a complete redesign and integration of 2 innovative features; platform now serves over 80,000 users. - Conducted user research to develop scalable reorganization strategies for a platform, applying systems thinking to improve information architecture; proposed strategies successfully implemented in platform's restructuring.	
UX/UI Intern , Hailo SA Johannesburg, South Africa	06/2023 - 07/2023
<i>Premium transfer service startup. Hired as their first UX/UI intern, reporting directly to the founder.</i>	
- Designed, prototyped, and iteratively tested mobile app user interfaces, leveraging user insights to refine micro-interactions and improve usability; final designs integrated into the launched app's user flow. - Conducted user interviews to identify pain points and opportunities for feature improvements; synthesizing findings into scalable design solutions—resulting in the implementation of 2 new services that increased user retention by 15%.	
Project Manager & Boba Barista , Milk & Honey Claremont, CA	10/2021 - 05/2025
<i>Pomona College's student-led boba business serving over 9,000 students.</i>	
Led the end-to-end development of an online ordering platform, collaborating with a cross-functional team of 6 students to design, test, and implement the solution; conducted user testing to inform design decisions, resulting in a user-centered product launched in February 2024 and driving a 40% increase in revenue.	

EDUCATION

Bachelor of Arts, Cognitive Science, Pomona College, Claremont, CA
Certificate, Master Digital Product Design: UX Research and UI Design Udemy, Online