

Mansi Rohilla

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PROFILE

Graphic Designer with 3 years of experience and proficient in Figma and Adobe CC (Illustrator, Photoshop, InDesign, XD). Highly confident in executing fast-paced agency projects grounded in user research, with practical experience in HTML, CSS, JavaScript, PHP, and MySQL that I am actively looking to expand. Passionate about healthcare design, dedicated to creating intuitive, thoughtful solutions that support users through difficult moments and make complex, stressful journeys easier to navigate.

KEY SKILLS

Figma	Photoshop	Illustrator
Adobe XD	Wireframing and Prototyping	HTML/CSS
Website Designer	User Research and Testing	SEO and GEO

EXPERIENCE

Graphic Designer

Boch & Fernsh, Aug 2023 - Aug 2025

- Delivered ~15 digital design projects from client brief to full production, managing up to 3 concurrent client accounts, across banking (Coheron), FMCG (Chings, Gyan Dairy), beauty (Angel, Maxima, Beauty Garage), manufacturing (Sun Mark Stainless, Adler Paper) and security technology (Hawk AI, CMS InfoSystems)
- Redesigned Coheron's banking website end-to-end in ~1 week, applying UI/UX principles for non-technical users; resulted in increased site traffic and fewer support queries
- Developed Chings' design language; produced 10+ social media posts/campaign assets monthly across multiple platforms
- Collaborated with clients, content writers, design strategists and junior designers across the full project lifecycle, from scoping to delivery
- Led UX/UI design, research and full build for Exhibetter, a B2B exhibition-industry software platform (largest project of the role):
- Conducted 2 months of qualitative/quantitative user research with the founder; led a 4-month implementation phase coordinating with developers and engineers through to testing

Graphic and Design Intern

National Council of Educational Research and Training (NCERT), Nov 2022 - Feb 2023

- Storyboarded and illustrated a full animated educational video, working to the production team's technical and timeline requirements.

Graphic and Design Intern

Rede Design Studio, Jun 2022 - Jul 2022

- Delivered 8 brand and campaign projects over 6 weeks, primarily in packaging design, alongside daily creative content and social media assets for multiple FMCG brand accounts.
- Met directly with the GirOrganics client to understand their requirements and the brand's story firsthand, informing the design approach from the outset.
- Created an entire campaign for Ethnic Bae from concept through to execution.
- Visited the Asian Roots factory to art-direct and shoot product photography and designed a branded food truck for the brand.

MSc PROJECTS

Alba Health : UX/UI Design Project

- Designed a high-fidelity iOS healthcare app for a private healthcare provider, creating a user-centred experience that streamlined appointment booking, remote consultations, test result viewing, and healthcare management
- Built a full design system, brand identity, user flows, wireframes, and 30 screens of interactive prototypes in Figma
- Designed a dedicated after-care feature supporting patients post-discharge through personalised recovery guidance, medication tracking, follow-up care, and progress monitoring, designed for accessibility, usability, and trust across varying levels of health literacy
- Presented the design and research to a panel of professors and competing business teams as part of the module assessment.

Scottish Wildlife Observation Platform: Web Development Project

- Designed and developed a responsive web application for exploring Scottish mammal species and submitting wildlife observations, including species profiles, interactive sighting maps (Leaflet.js), observation filtering and pagination, and a secure MySQL-backed submission system
- First hands-on project with PHP, MySQL and server-side development, independently learned each technology while building the platform, applying database design, CRUD operations, and responsive UI principles throughout.

EDUCATION

MSc User Experience Design

Edinburgh Napier University, Sep 2025 - Sep 2026 (expected)

Relevant modules: *Web Design & Development; User Experience and Service Design; Research through Design; Advanced Information Interactions; master's Dissertation*

- Dissertation: "Designing User Experience Interventions for Digital Hoarding in Contemporary Digital Environments", applied qualitative and quantitative user research and behavioural design principles to design interventions for a sensitive, easily misunderstood user problem.

BSc (Hons) Visual Communication: 2:1 (equivalent)

Unitedworld Institute of Design 2019 – 2023

Relevant modules: *Typography; UI/UX; Design Systems; Exhibition Design; Packaging Design; Animation; Print Design*

KEY ACHIEVEMENTS

Led End-to-End Design of B2B Platform

Directed UX/UI design and research for Exhibetter, designing 100+ screens across three user journeys (vendor, exhibitor, visitor) following two months of user research and a four-month development rollout.

Rapid Banking Website Redesign

Redesigned Coheron's banking website end-to-end in one week, applying UI/UX principles for non-technical users and driving increased site traffic with fewer support queries.