

MANOGNA NAMBURI

PORTFOLIO ✨

PRODUCT DESIGNER - 2025

Hello! 🖐️

I'm a Developer turned Designer, passionate about crafting thoughtful, high-impact digital products that excel.



PHONE
+91 80733 65585

EMAIL
manogna.design@gmail.com

LOCATION
Bengaluru, IN

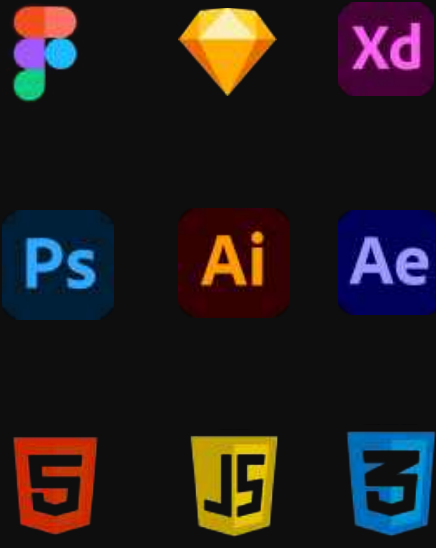
EXPERIENCE

Product Designer	GPU.NET, 24 - 25
	NEATPROCESS, 24
	HACKCULTURE, 24
UI/UX Designer	INCUBATEHUB, 23 - 24
	TREEBROS NFT, 22 - 23
Graphic Designer	THE VIRAL FACTOR, 20 - 21
Software Engineer	ARISTA NETWORKS, 12 - 17

EDUCATION

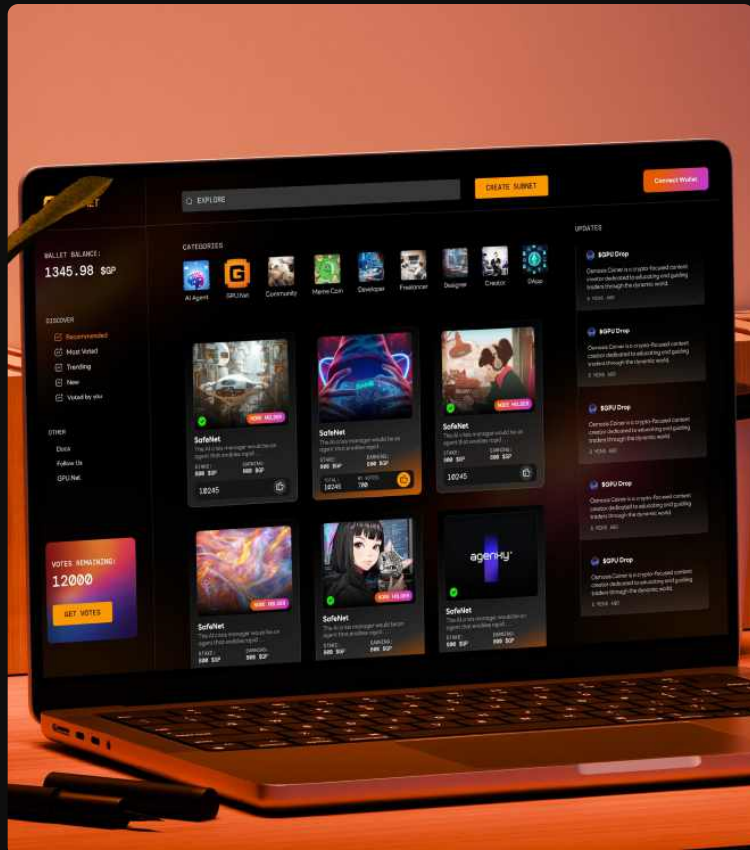
Google UI/UX Design Certification
From Google, India, 22 - 23
Diploma in Graphic Design
Florence Design Academy, Italy, 17 - 19
M.Tech Information Tech, B.E(EEE)
BITS Pilani, India, 07 - 12

SKILLS



Let me walk you through the case studies of some of my latest design projects.

01
WEB3 SUBNETS
Product Design, Management



02
CLAIM MANAGMENT APP
Product Design, Visual Design



03
FINANCE TRACKER APP
UI/UX Design, Graphic Design



04
HACKTHON PLATFORM
Product Design, Branding, Visual Design



CASE STUDY 01

WEB3 SUBNETS ✨



OVERVIEW

GPU.Net operates on their L1 blockchain called GAN-Chain. They are building a web3 product that is a decentralized platform for AI agents and businesses to launch their ideas, which are called as 'Subnets' with each subnet acting as a independent DAO entity.

Subnets also earn daily block rewards based on their performance and contribution to the chain. So a community governance system to rate and reward the Subnets is also requested.

INITIAL GOALS

- *Support platform for AI Agents and Businesses*
- *Subnet Showcase and Stats*
- *Voting and Community Governance*
- *Staking and Vote management*
- *Daily rewards management*
- *Acquiring new users to the GPU.Net ecosystem*



PAIN POINTS

01

Complex Web3 UX

Users find the Web3 concepts hard to grasp, especially feel that the staking, governance, and wallet interactions intimidating. The learning curve discourages participation and creates friction in onboarding.

03

Engagement Drop-off

Users feel little incentive to stay active in governance. Even when communities join, voting feels abstract and unrewarding. Lack of feedback loops results in poor long-term engagement.

02

Trust Deficit

As AI agents and businesses are coming up rapidly they struggle to standout from competition. Thus a community credibility and validation is needed to evaluate the businesses and improve their reach.

04

Unclear Value Exchange

Users find that many Web3 products lack transparency, especially regarding value exchange about the roles and responsibilities and tokenomics

PROBLEM STATEMENT

WHO?

GPU.Net community members with business ideas

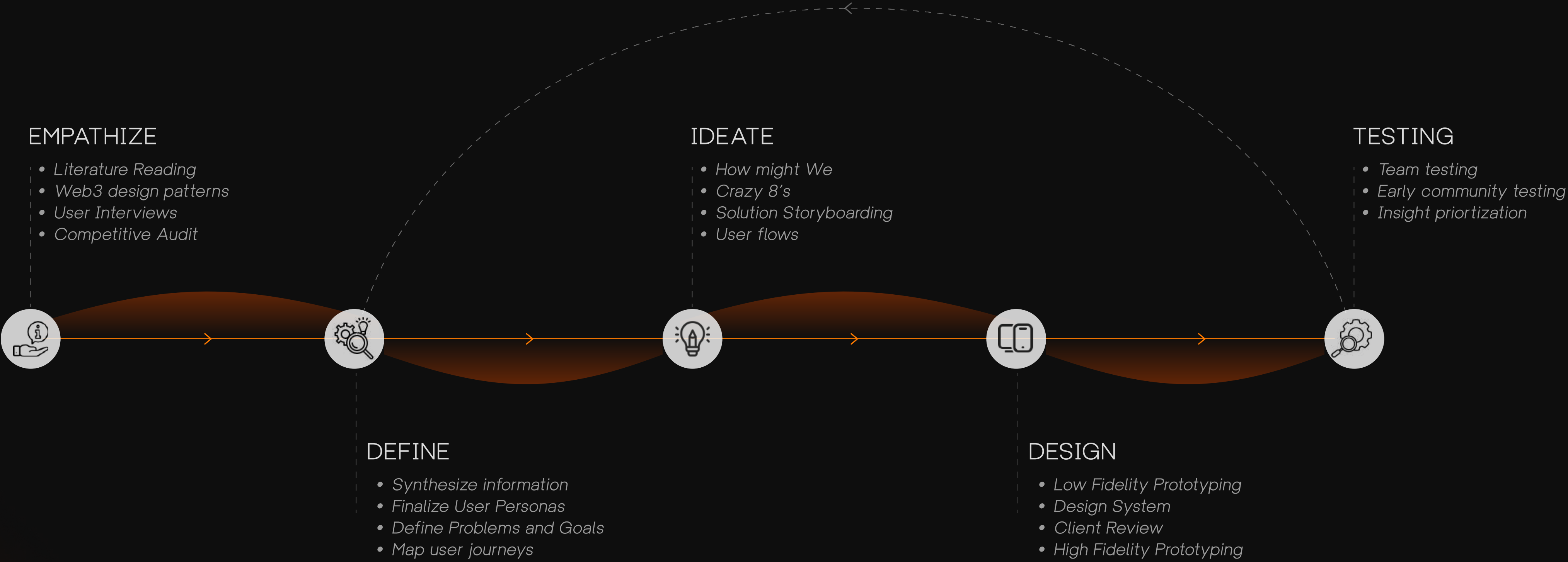
WHAT?

Complexity to navigate web3 semantics to launch businesses, especially AI

WHY?

To get exposure and legitimacy to their ideas while earning passive income based on the performance to support their business ideas.

DESIGN PROCESS



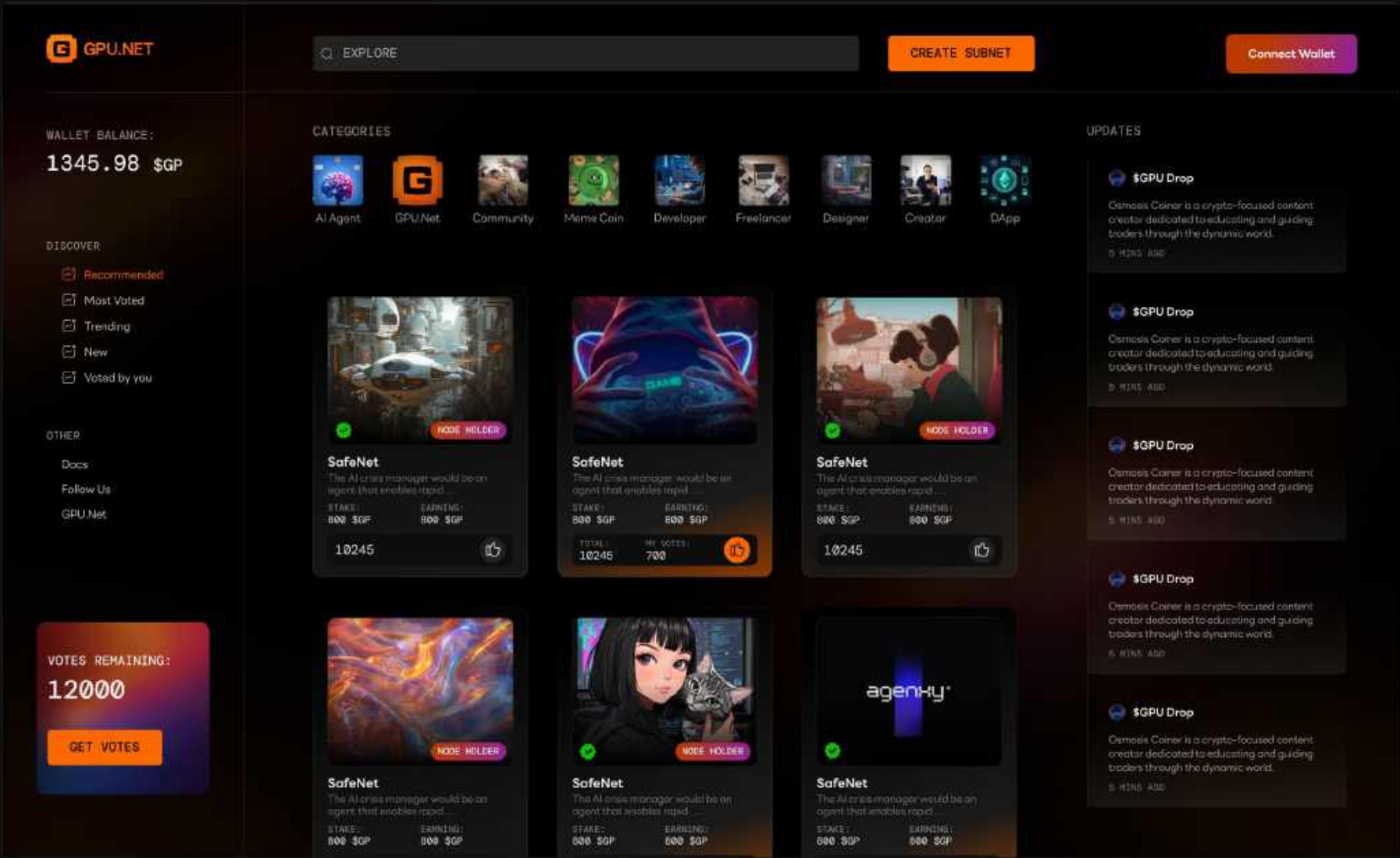
SOLUTION

- One-click wallet login/signup for seamless onboarding
- Subnet showcase dashboard with powerful search, filters, and quick categorization
- Simple subnet creation in a single page, with options to edit later
- Verification and performance stats to highlight and promote legitimate subnets
- Prominent, easy-to-use voting button for quick participation
- Clear display of available votes with a direct call-to-action to acquire more
- Dedicated subnet feed where subnets can share updates, helping voters assess their performance
- Linking user staking rewards to casting votes (1:1) to avoid engagement drop off.
- Displaying daily subnet rewards and daily staking rewards stats in top nav bar for quick info to user.

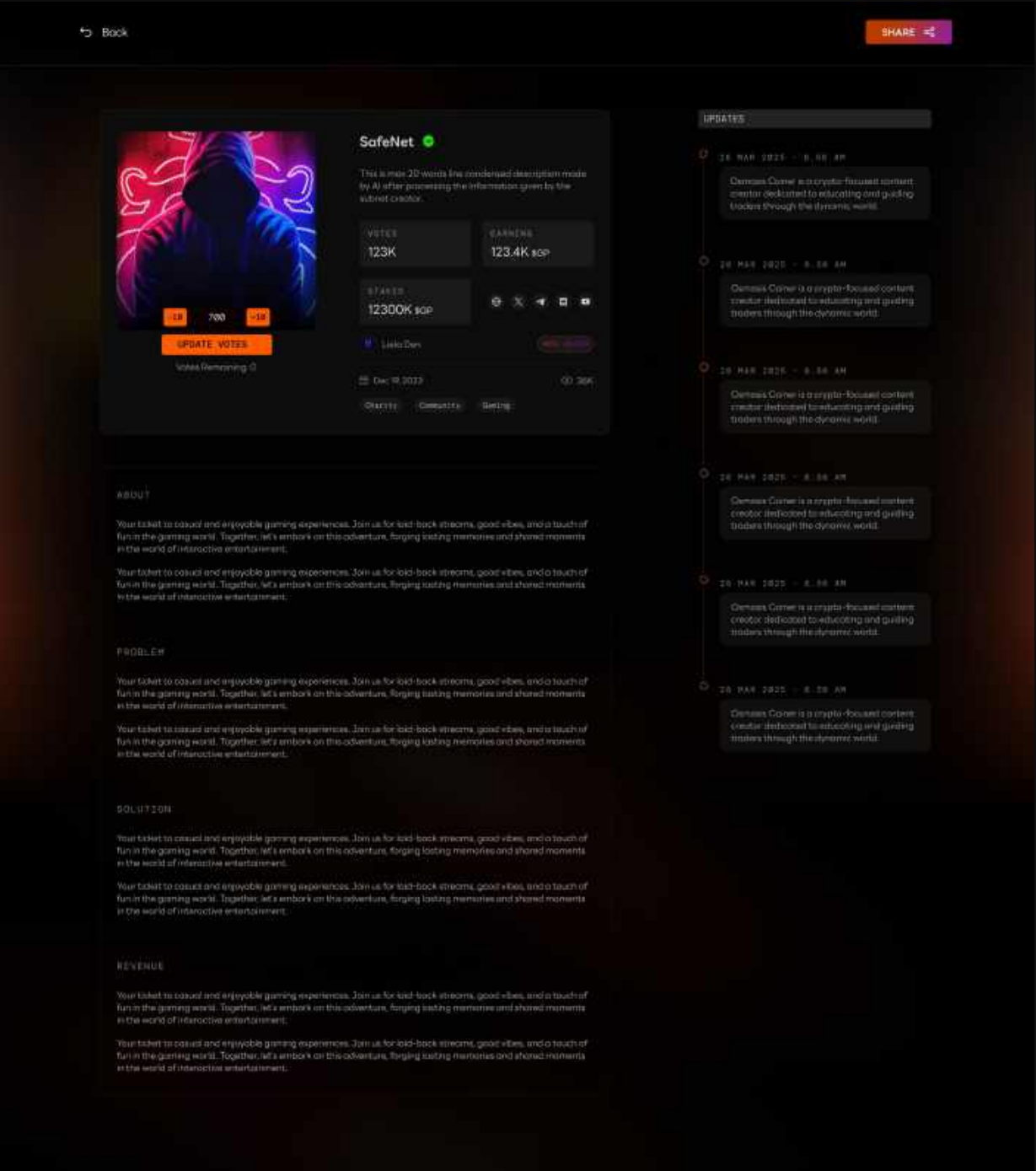


DESIGNS

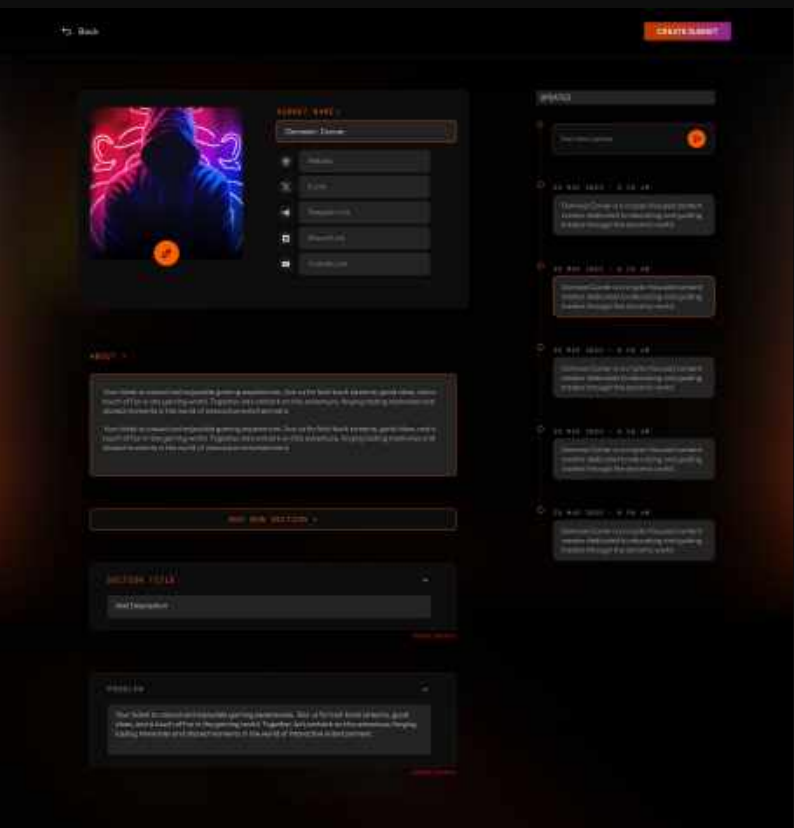
01 HOME PAGE



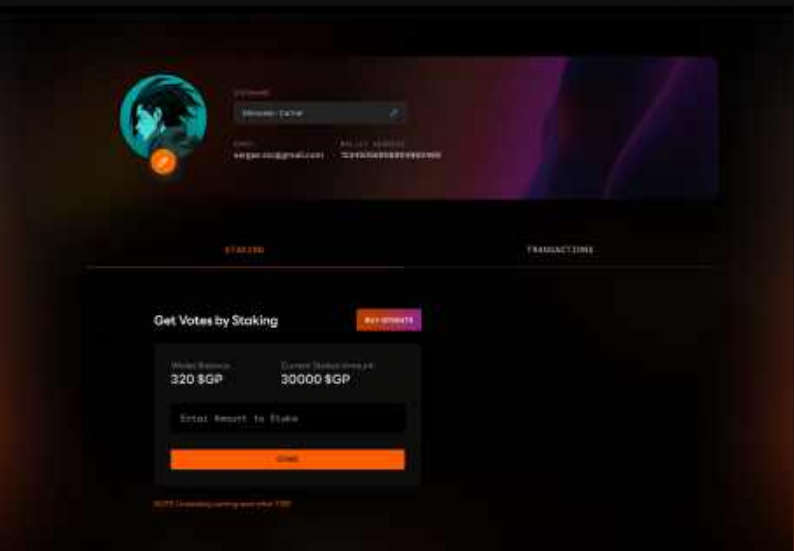
02 SUBNET DETAIL VIEW



03 SUBNET CREATE/EDIT



04 PROFILE PAGE / STAKING



IMPACT

#1
Most used product

#2.3M
\$GPU staked and Voted

#1.9K
Subnets Created

#2.7K
Stakers/Voters

By virtue of having the highest footfall, Subnets platform is currently being transformed into a super app by migrating GPU.Net’s entire product suite to the platform for unified user experience.



CASE STUDY 02

CLAIM MANAGEMENT ✨



*** Please note the designs needed to be blurred in order to protect the IP of my client, Neatprocess*

OVERVIEW

Neatprocess is a B2B supply chain logistics management company that helps enterprises manage their supply chain operations.

They required help in redesigning a claim processing application for their enterprise clients to help the user experience as well as UI better to help. Their goal is to make experience better for the current client in South Africa and also attract new clients and investors to the ecosystem.

INITIAL GOALS

- *Better information architecture*
- *Clean world class UI*
- *Reduce claim resolution time*
- *Make the users use AI features*
- *Help the users not miss any notifications*
- *Add Statistics that will help users as well as admins*



PAIN POINTS

01

Unintuitive UX

Users struggle to navigate the app because workflows are unclear and cluttered. This leads to confusion, longer task times, and frequent errors during claim processing.

03

Missing Notifications

Users often miss important notifications, causing delays in resolution and reduced satisfaction because of poorly placed messages section.

02

AI features not used

Although the app includes AI tools for automation and insights, they are poorly integrated into the workflow. As a result, users either ignore them or fail to see their value.

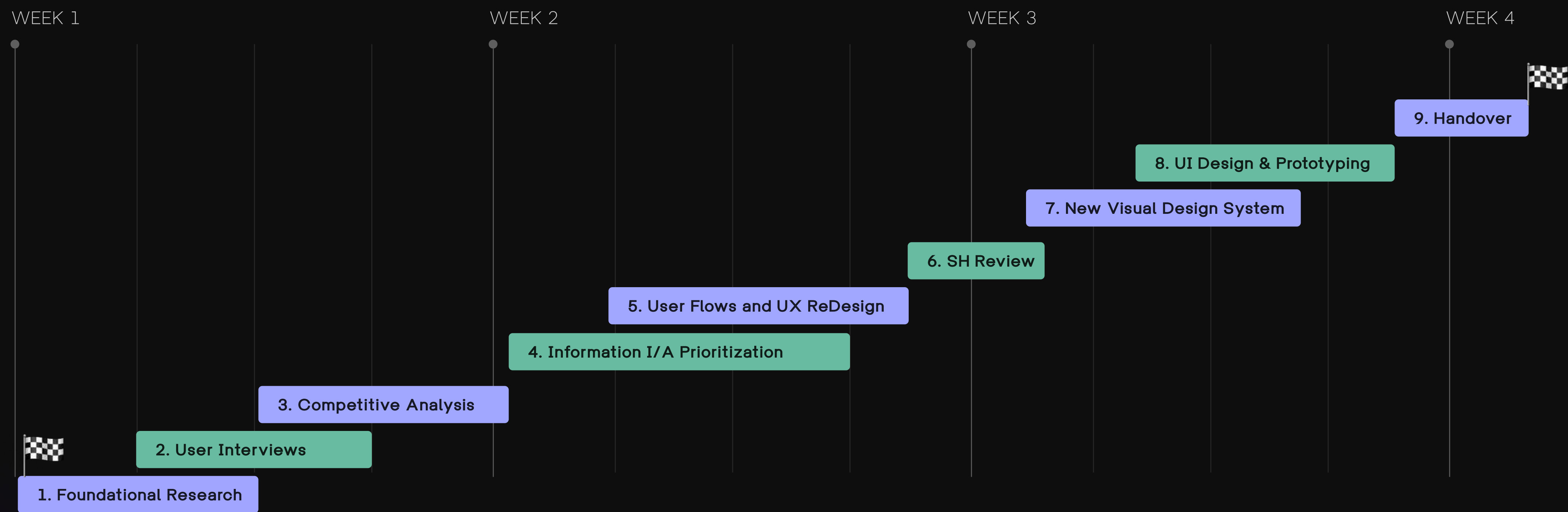
04

Outdated UI

The interface looks outdated and inconsistent, lowering user confidence. A lack of modern design patterns makes the app feel inefficient and harder to use.



DESIGN PROCESS



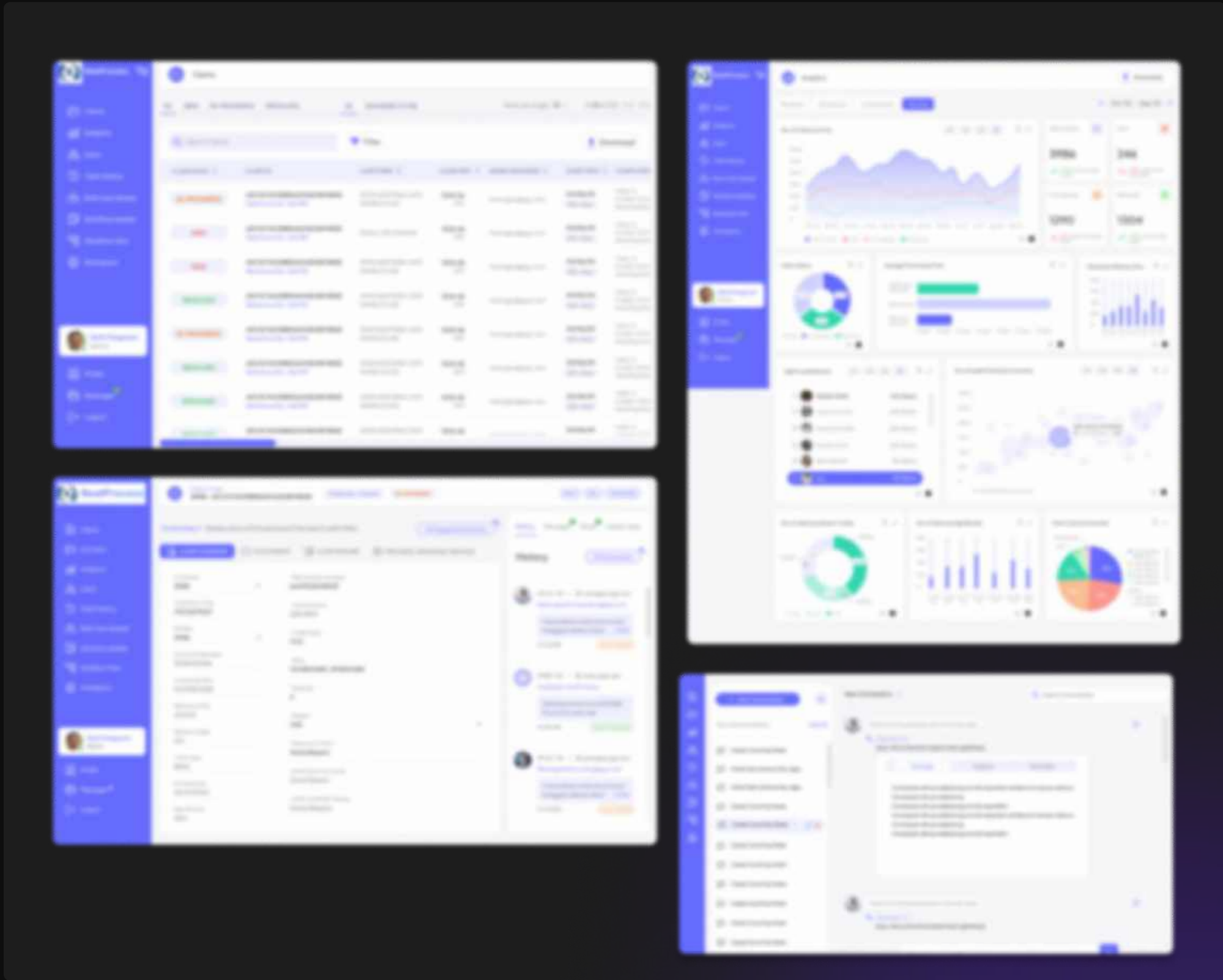
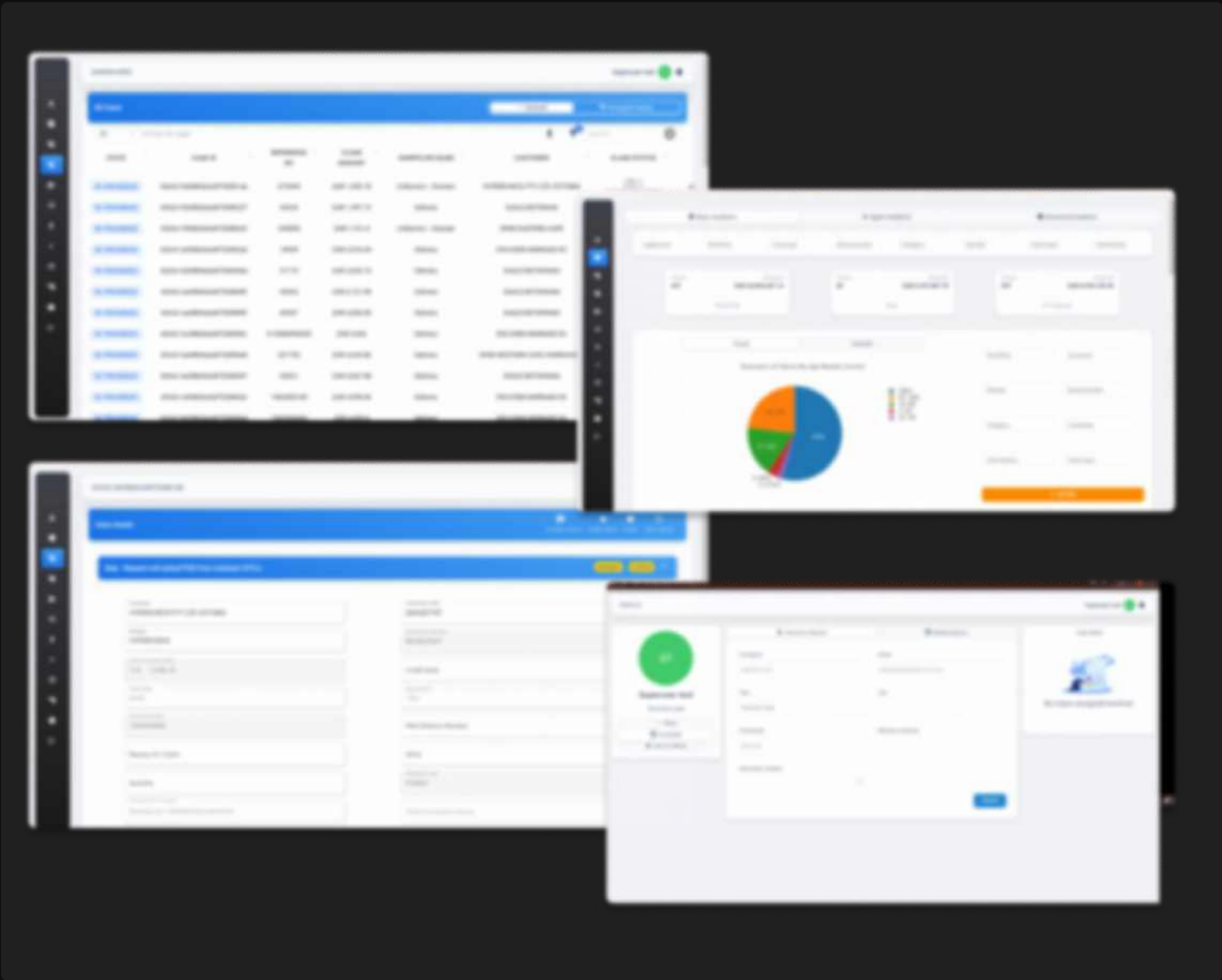
SOLUTION

- Claim data fields are categorized as important/unmediatable and editable fields and presented so users can get quick overview.
- The claim page now contains right sidebar having quick access to claim messages and history.
- Notifications are added to left side bar so they are accessible from any page of the app.
- Improved search and filter sorting for all claims table view, including most used quick filters on top.
- AI functionalities are brought front and center and highlighted with accent color buttons to draw attention to them.
- Implemented new design system to guide the overall modern look.
- Statistics that help the user are identified and new statistics page is made to provide quick insights with custom timeline filters.
- Admin pages have access to user management and additional stats like claim leaderboards etc..



DESIGNS

*** Please note the designs needed to be blurred in order to protect the IP of my client, Neatprocess*



IMPACT^{**}



Improved claim processing experience made the process faster, simpler, and more reliable for users.



A modern, intuitive interface increased overall adoption and satisfaction among both users and administrators.



Increased use of AI features into daily workflows, helping both users for faster, more accurate claim processing.



Improved communication between users and admins, reducing back-and-forth and keeping everyone aligned throughout the claims process.



^{**} Based on client feedback

CASE STUDY 03

FINANCE TRACKER ✨



** This is my entry in a UI/UX hiring hackathon event and it won the **FIRST PLACE** among **191 other contestants**

OVERVIEW

IncubateHub is a B2B consulting company that conducted a hiring hackathon for a Finance Tracker mobile application for UI/UX Designers.

The problem statement was to design an app that lets users manage their finances, track their expenses, payments and also educate them on concepts of investments and tax saving.

INITIAL GOALS

- *Track daily expenses*
- *Track payments and bills*
- *View account statistics*
- *Set budgets for spending*
- *Personalized finance education*
- *Tax saving guidance section*



PAIN POINTS

01

Manual Tracking Hassles

Recording income and expenses takes too much time, and without automation, users often lose consistency and stop tracking.

02

Missing Planning Tools

Without effective budgeting or forecasting, users overspend, feel stressed, and struggle to manage money proactively.

03

Guidance Overload

With endless, contradictory guidance online, users feel confused and unsure about which advice to trust.

04

Shared Expenses Tracking

Splitting costs with roommates or household members is messy, leading to confusion and missed contributions.



Name:	Sheetal Misra
Age:	27
Occupation:	Marketing Executive
Living Situation:	Apartment with 2 roommates
Location:	Mumbai, India

Biography

Sheetal is a young professional working as a Sales Executive at a tech company. She comes from a lower middle-class background and is the eldest of three siblings, supporting her parents financially every month. Living in a metro city with roommates, she balances career growth with personal responsibilities. Outside work, she enjoys sports, shopping, and keeping up with the latest gadgets.

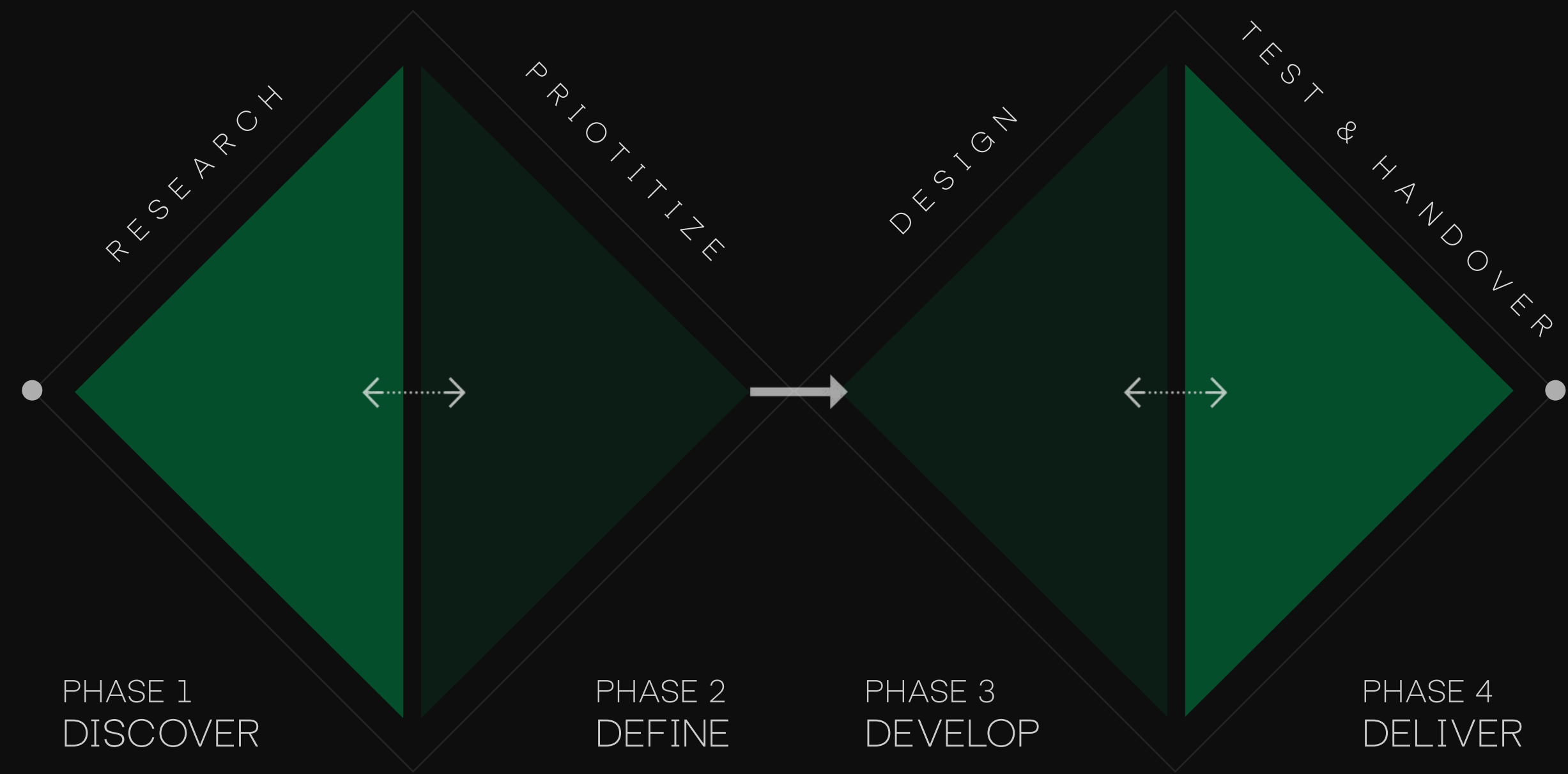
Goals

- Gain better control over her spending habits.
- Increase monthly savings by setting and following budgets.
- Categorize income into essential and non-essential expenses (rent, health, shopping, family, hobbies, etc.) for smarter management.

Behaviors

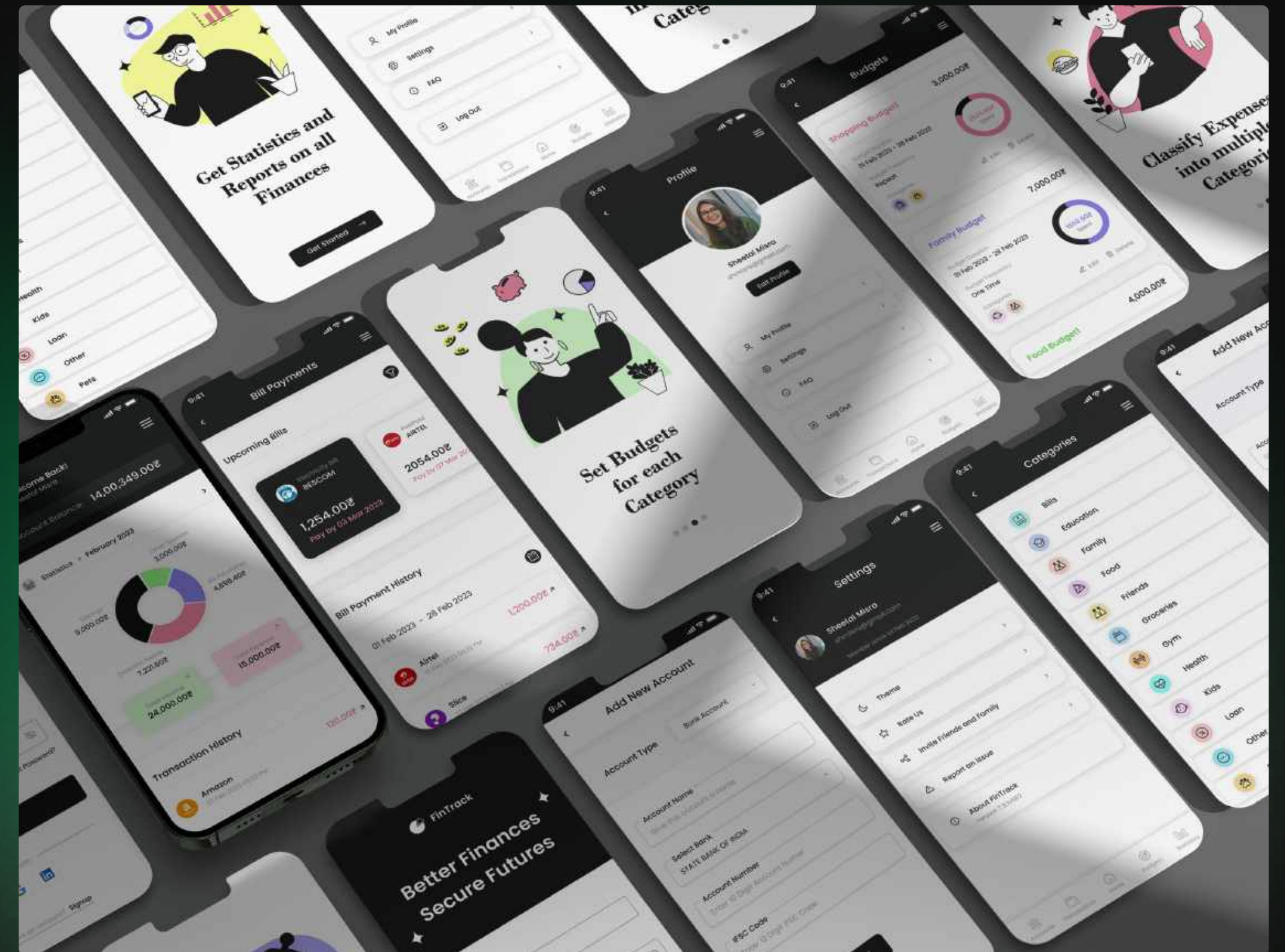
- Highly ambitious, hardworking, and career-driven.
- Values financial wisdom at an early age.
- Organized planner — prepares weekly and weekend schedules in advance.
- Strives for a balanced lifestyle, giving importance to both mental health and career growth.

DOUBLE DIAMOND DESIGN PROCESS

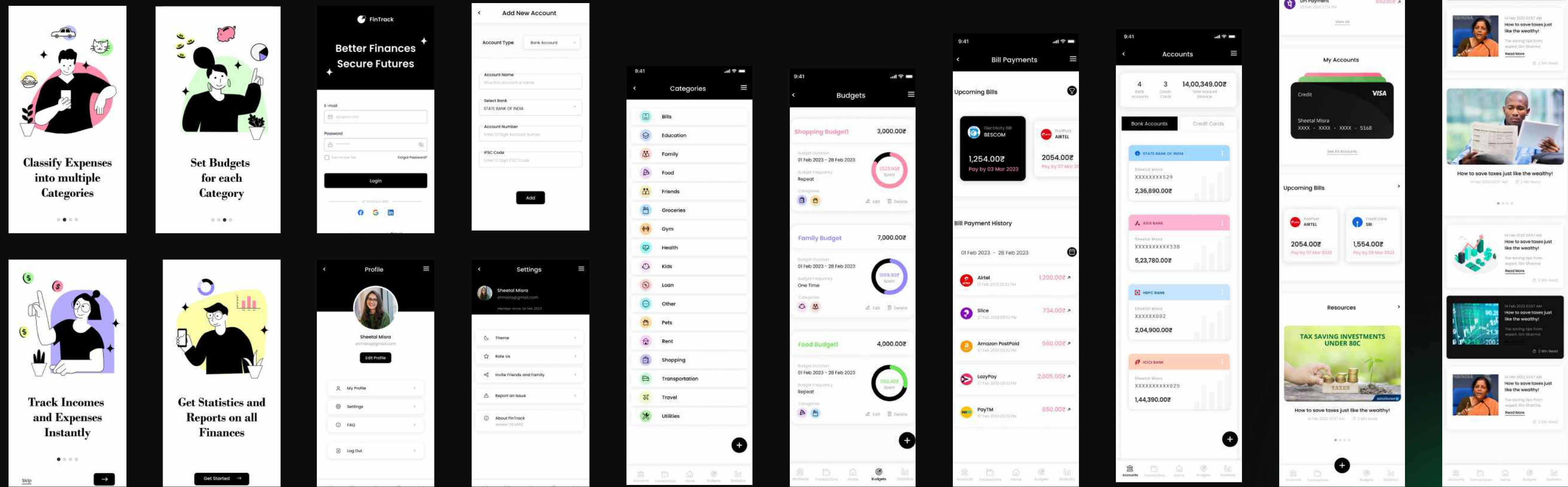


SOLUTION

- Smart expense auto-tracking by linking bank accounts,
- Simple budgeting and planning tools with goal-setting, forecasts, and guilt-free spending allowances.
- Shared expense tracking feature for roommates or families with automated splits and reminders.
- Detailed spending statistics to highlight patterns, pending habits, and areas where users can improve.
- Custom alerts & notifications for bill payments, unusual spending, and budget thresholds.
- Clean, modern mobile interface designed for easy navigation and quick daily check-ins.
- Personalized financial coaching through AI or expert-led recommendations tailored to user goals.
- Educational content hub with bite-sized, contextual tips on investments and tax-saving strategies.



DESIGNS



IMPACT

- The design won **1st Place** at a competitive hiring hackathon among 191 contestants.
- Demonstrated strong skills in problem-solving, user-centered design, and innovation.
- The success directly secured a job offer, validating both the design approach and execution.
- Proved the app's potential to create real-world value and stand out in a high-stakes evaluation.



CASE STUDY 04

HACKATHON APP ✨



OVERVIEW

Hackculture was a new startup working on a platform to organize and manage hackathons at scale, enabling seamless participation, project submissions, and community engagement. They are aiming to partner up with world class enterprise companies to manage and conduct their hackathon projects.

They have requested to build a consistent and professional identity ahead of launch. My contributions included designing a new brand identity, logo redesign along with product design aspects, beginning with their landing page.

INITIAL GOALS

- *Build a memorable brand identity*
- *Design a clean, modern UI*
- *Create consistent branding guidelines*
- *Design the landing page*
- *Design partner plug hackathon page*
- *Strengthen trust with partners*



PAIN POINTS

01

Fragmented Branding

Inconsistent identity and weak visual language made it hard to stand out in the hackathon space.

03

Limited Trust & Credibility

Lack of strong branding and UI made it difficult to gain trust from companies and sponsors.

02

Unpolished User Experience

Cluttered layouts and poor navigation caused friction for both organizers and participants.

04

Scalability Challenges

No solid guidelines or systems led to inconsistency as the platform grew.

LOGO REDESIGN



Icon made of simple geometric shapes, that are mixture of H and C alphabets.

Modern minimal serif font that to appeal to mostly young and tech oriented userbase

BRANDING GUIDELINES

Slate Blue
HEX: #4953F5
RGB: R26 G45 B216
CMYK: C93 M78 Y0 K0
Pantone: 2726 C

White
HEX: #FFFFFF
RGB: R255 G255 B255
CMYK: C0 M0 Y0 K0
Pantone: -

Black
HEX: #0E0E0E
RGB: R0 G0 B0
CMYK: C91 M79 Y62 K97
Pantone: Black 6 C

Mint Green
HEX: #11B71
RGB: R17 G27 B113
CMYK: C38 M34 Y0 K56
Pantone: Reflex Blue C

Creme Yellow
HEX: #1BB8FB
RGB: R27 G184 B251
CMYK: C68 M11 Y0 K0
Pantone: 298 C

Background
HEX: #F0C9A5
RGB: R240 G201 B165
CMYK: C6 M25 Y39 K1
Pantone: 489 C

MediumBg
HEX: #FCE8D6
RGB: R252 G232 B214
CMYK: C1 M11 Y18 K0
Pantone: 475 C

Customers

1.553 ↗

New customers in past 30 days

Calendar




mo	tu	we	th	fr	sa	su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Continue

Today

Design system meeting

9 - 10 AM






Lunch

1 - 2 PM


Design review

3 - 4 PM






Create color scales in seconds.

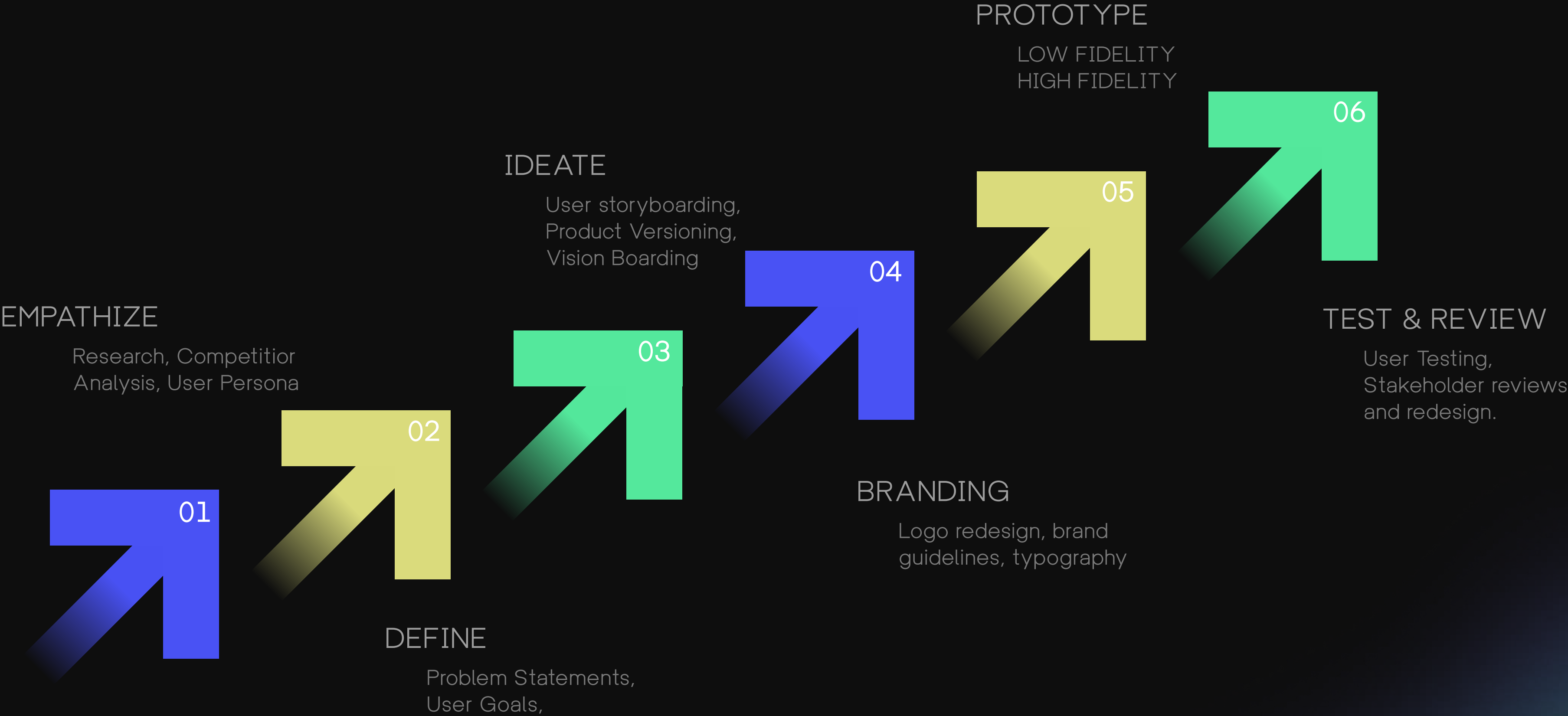


Create color scales in seconds.



Create color scales in seconds.

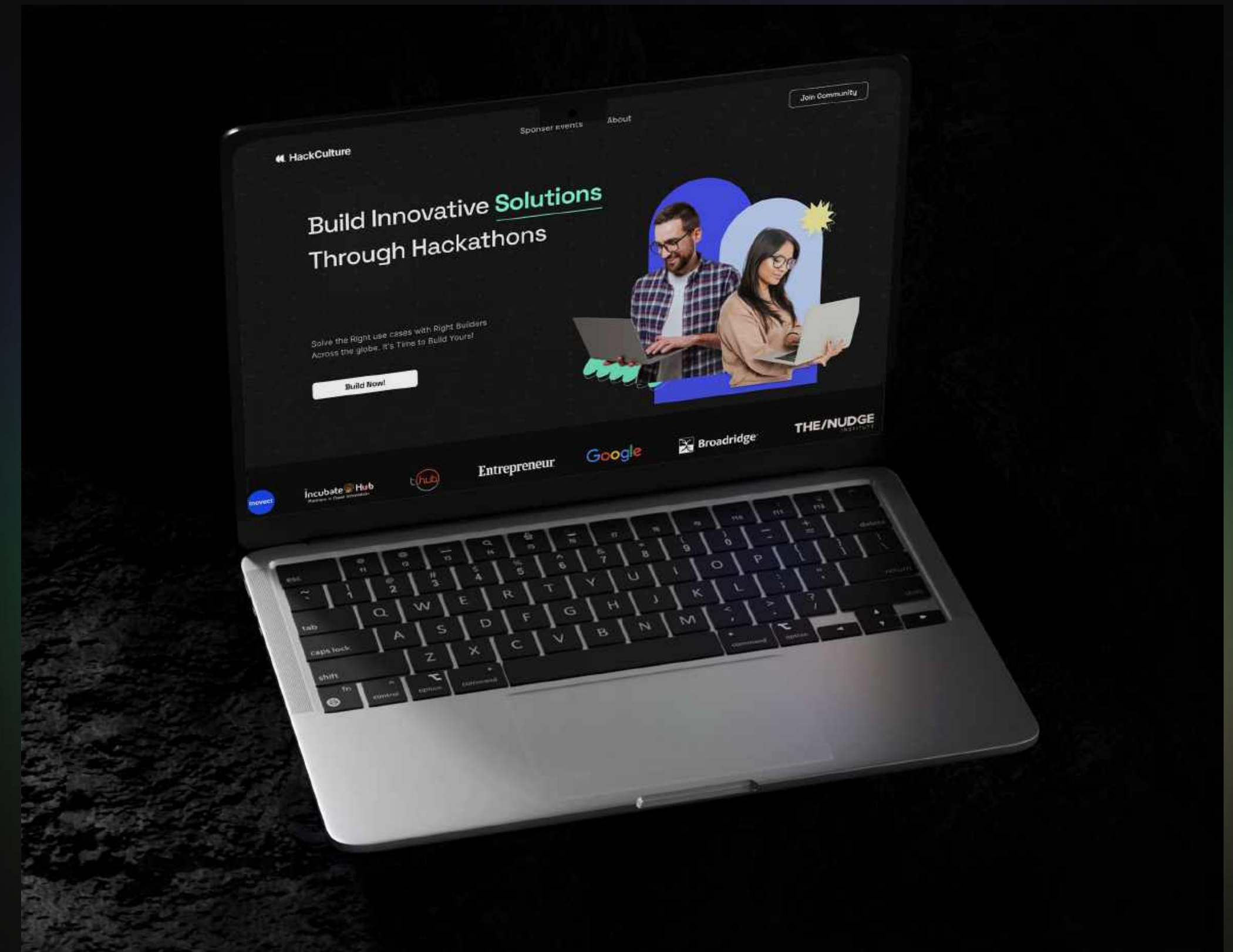
DESIGN PROCESS







DESIGNS

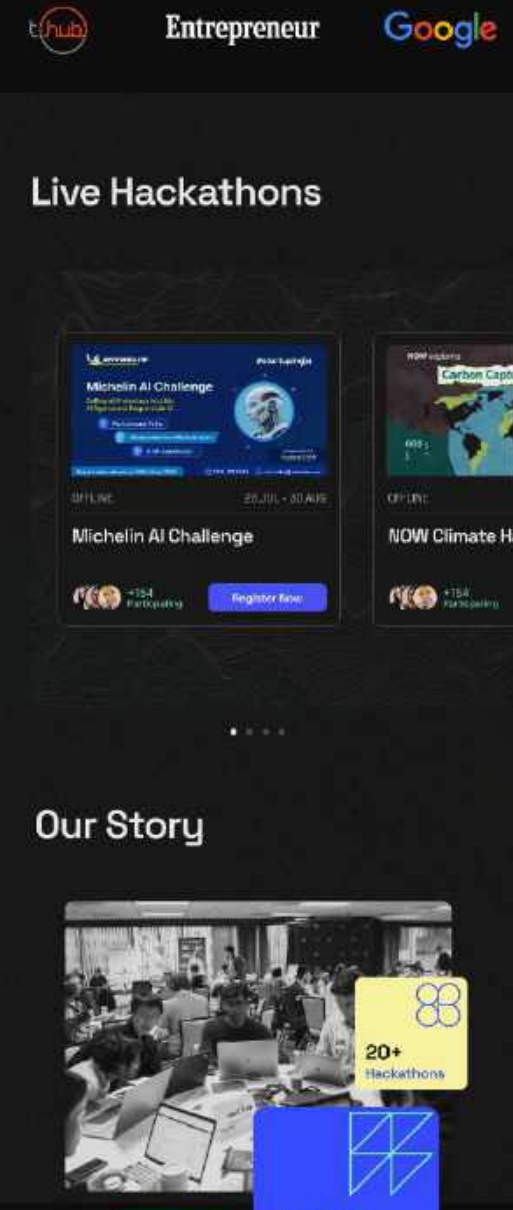
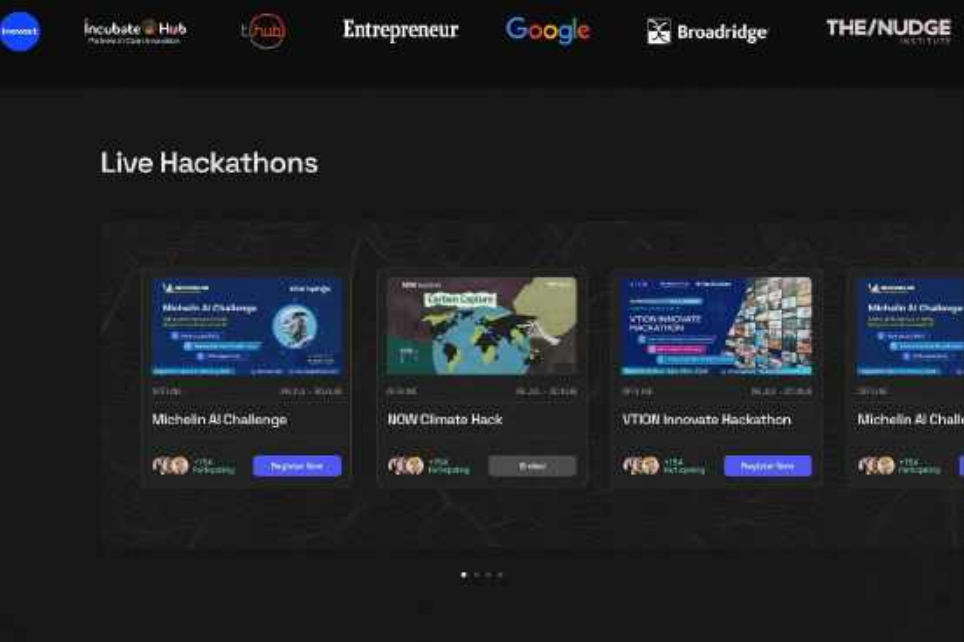
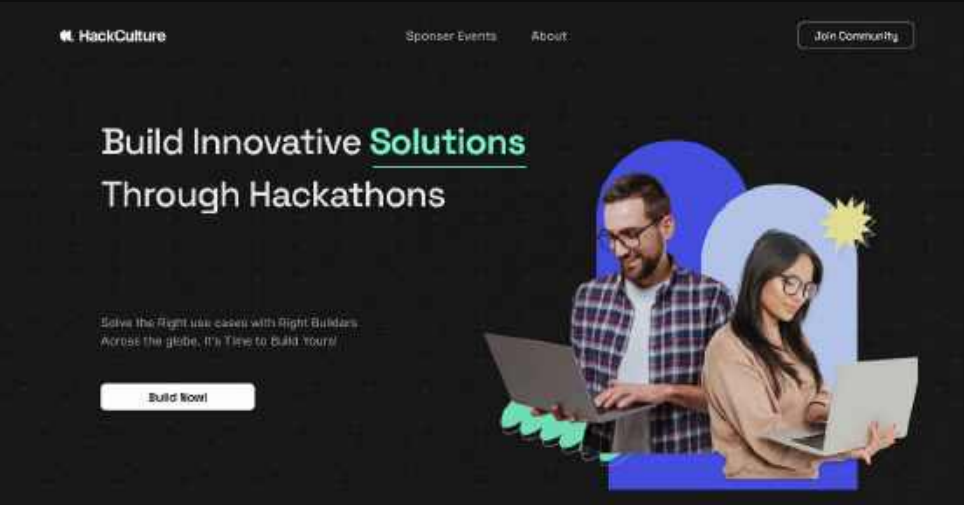
Following are all the UI/UX Designs I have made for the client,

- Responsive landing page focused on the hackathon platform primary users, students and working professionals.
- Webpage dedicated to enterprise partners to drive the business to the client.
- A white-labelled plug and play webpage for hackathon information that can be used as a template for any type of hackathons or partners.
- User database management system for Admins
- Hackathon Applications management system for Admins
- Application tracking portal for users.
- Pitch Deck for enterprise partners and investors.
- Promotion materials for few of the early hackathons.



IMPACT

-  The platform grew to 80K+ users and hosted 30+ hackathons in its first year.
-  The strong visual identity enhanced brand credibility, trust, and adoption among both users and partners.
-  Partnered with leading companies like AWS, Google, and other global tech firms.
-  My design contributions played a role in shaping the platform's early success and long-term growth trajectory.



THANK YOU ✨

FOR YOUR TIME & CONSIDERATION



PHONE

+91 80733 65585

EMAIL

manogna.design@gmail.com

LOCATION

Bengaluru, IN