

MANOJ KUMAR CHAUHAN

Design Manager • UX Leader • AI-Enabled Creative Specialist

📍 New Delhi, India | 📞 +91 9873736918 |

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PROFESSIONAL SUMMARY

Result-oriented Design Manager with 20+ years of experience leading UX/UI strategy and creative teams. Expert in leveraging Generative AI (Image & Video) to support and scale high-impact design workflows for marketing and product teams. Proven ability to blend traditional design principles with cutting-edge AI tools to accelerate asset creation, enhance visual storytelling, and deliver scalable design systems for global travel and enterprise brands.

CORE COMPETENCIES

- **Design Leadership:** UX Strategy, Design Systems, Creative Direction, Team Mentorship.
 - **Product Design:** SaaS Platforms, B2C/B2B Travel Portals, Mobile Apps, Enterprise Dashboards.
 - **AI for Design Support:** AI Image Generation, AI Video Creation, Rapid Prototyping, Marketing Asset Scaling.
 - **Operational Efficiency:** Workflow Optimization, Cross-Functional Collaboration, QA & QC.
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TECHNICAL SKILLS

- **UX/UI Design:** Figma, Adobe XD, Sketch, Framer, Wireframing, User Research.
 - **Generative AI & Marketing:** Midjourney, Stable Diffusion, Adobe Firefly, Runway (Video Gen), Google Gemini, AI-Driven Concept Art, Marketing Visuals Automation.
 - **Visual Design:** Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Corel Draw.
 - **Web & Implementation:** HTML5, CSS3, WordPress, Responsive Design.
 - **Automation Tools:** n8n, API Integration for Design Ops.
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PROFESSIONAL EXPERIENCE

Design Manager | Affixious | Noida, India *Aug 2019 – Present*

- **Strategic Leadership:** Led cross-platform UI/UX strategy for B2C & B2B travel platforms including **MyHolidays.com**, **TripinDeal.com**, and **RegencyHolidays.com**.
- **AI-Supported Marketing:** Integrated Generative AI tools (Midjourney, Stable Diffusion) into the creative workflow to generate high-quality marketing imagery and video content, reducing production time by 40%.
- **Team Mentorship:** Trained the design team on using AI as a support tool for mood boarding, concept iteration, and rapid prototyping.
- **Key Projects:**

- **MyHolidays.com** Managed end-to-end design lifecycles for flight, hotel, and holiday package booking engines, optimizing conversion funnels through user-centric design.
 - **Product Design (Navia AI):** Designed a conversational AI travel assistant featuring chat-based trip planning, reel-style discovery feeds, and smart city guides.
 - **TripinDeal B2B Platform:** Designed a robust B2B marketplace specifically tailored for travel agents to streamline inventory and booking management.
 - **rTrip Mobile App:** Designed a comprehensive travel management application enabling users to centralize flight and hotel bookings, manage itineraries, and access destination-specific guides.
 - **Travel Veda:** Engineered an AI-powered system utilizing Google Search insights to generate SEO-optimized travel content and visuals.
 - **AI Stock Image Generator:** Implemented a local-first AI image generation system (text-to-image, in-painting, reference consistency), replacing 90%+ of stock image purchases.
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Senior UI Designer | VizExperts India Pvt. Ltd. | New Delhi, India *Mar 2017 – Aug 2019*

- **Enterprise UI:** Crafted GIS, VR, and Pro AV interfaces for defense and geospatial sectors.
 - **Key Projects:**
 - VizDisplay Control Room: Designed the interface for high-stakes control room management software.
 - Georbis GIS Suite: Developed Windows & Web UI for complex geospatial data analysis.
 - SASE Army Simulation App: Created the UI/UX for critical defense simulation software.
 - GRSE VR App: Designed the VR simulation UI using Unity and Adobe XD.
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Sr. Graphic/UI Designer | Petro IT Ltd. | Gurugram, India *Aug 2014 – Dec 2015*

- **Enterprise Solutions:** Delivered enterprise UI solutions for energy and oil sector applications, including the *Power Consumption Recording System*.
 - **Dashboard Design:** Produced interactive dashboards, marketing collateral, and detailed UI specifications for engineering teams.
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Sr. Graphic/UI Designer | Mann Travel Pty Ltd. | New Delhi, India *Jul 2012 – Jul 2014*

- **Web & Mobile:** Designed websites, B2B portals, and mobile apps including **manntour.com.au**, **bookmytrip.com.au**, and **easyticket.com.au**.
- **Creative Management:** Managed creative teams and executed 10+ projects across digital and print media.
- **Publication Design:** Researched, designed, and coordinated the monthly lifestyle magazine *Indian Mirror (Australia)* for 12 editions (Sep 2013 – May 2014).

Founder | Team Five | New Delhi, India *Sep 2010 – Jul 2012*

- **Agency Operations:** Ran a boutique design agency specializing in branding, packaging, websites, and social campaigns.
 - **Deliverables:** Successfully delivered 30+ client projects including **Nupur Audio**, **DITM College**, and **C2P Cosmetics**.
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Center Manager & Multimedia Instructor | DICS | Faridabad, India *Feb 2007 – Sep 2010*

- **Training & Management:** Coordinated training programs and multimedia workshops for 100+ students. Oversaw operational and curriculum development activities.
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Graphic Designer | Studio Tech | New Delhi, India *May 2002 – Feb 2007*

- **Foundation:** Early career experience in graphic design and visual communication.
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EDUCATION

- **Diploma in Multimedia Design** | DICS | 2002
 - **Diploma in Hardware & Networking** | DICS | 2000
 - **12th, Arts** | Gobind Ram Gurukul Sr. Sec School, Delhi | 1999
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HONORS & AWARDS

- **Design Leadership Award** – Affixious
- **Certificate of Appreciation** – Petro IT