# Manan Monga

PRODUCT DESIGNER & UX STRATEGIST

Ecommerce & Growth · AI-Powered Design Workflows

**Portfolio: mmonga.framer.website**
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Toronto, ON · Open to relocation, remote or hybrid

## PROFILE

Ecommerce product designer and UX strategist who turns data and user research into experiences that improve discovery and conversion. Grew from intern to UX Design Strategist at The Home Depot Canada (2022–2026), leading cross-functional projects and delivering measurable gains, including **+$4.50 revenue per search** and a **1–2 point lift in product engagement** across $50M+ in annual sales. Experienced in end-to-end product design, experimentation, and AI-powered research workflows.

**Featured work** · BODFS Free Delivery · Lighting & Décor Category Pages · AI Research Workflow — see portfolio

## EXPERIENCE

### The Home Depot Canada

May 2022 – Sep 2026 · Toronto, ON

#### UX Design Strategist · Product Experience

Mar 2026 – Sep 2026

- Led projects for the Product Experience team's top-of-funnel portfolio as UX project lead: ran standups and large cross-team meetings, and directed designers, UX writers, and UX researchers, working closely with business analysts, project managers, and engineers
- Led end-to-end UX for free Buy Online, Deliver From Store (BODFS) delivery on orders $35+, from discovery to launch, an initiative projected to generate **$22M CAD in revenue**
- Turned BODFS usability research into 2 stakeholder readouts that **changed the rollout**: clearer threshold messaging in cart notifications, and checkout fixes I pushed IT to prioritize to reduce customer confusion
- Designed universal-link smart banners to move mobile web users into the app, part of an initiative projected at **$8M CAD revenue**
- Pioneered AI in the team's research practice with a custom Gemini Gem that automates usability-test notes, saving **5–10 hours per study**; led the **first-place team** in the company's ecommerce AI hackathon
- Selected by leadership to partner with Design Ops on scaling AI across the design process; presented AI workflows to **80+ UX professionals**

#### Analyst, Online Customer Experience (UX) · Lighting & Décor

Aug 2023 – Mar 2026

- Owned UX strategy and optimization across **25+ categories** within Lighting and Décor, **$50M+ in combined annual sales**, using Adobe Analytics and Contentsquare to set priorities with merchants, SEO, and UX Research
- Lifted product engagement by **1–2 percentage points** across optimized categories, moving more shoppers from category pages into product pages through landing-page and product-discovery improvements
- Designed and launched **15+ category landing pages**, including Flushmount Lighting, Chandeliers, Ceiling Fans, and Closet Kits & Systems, from analytics and competitive research through design and implementation
- Identified search as a key revenue driver across Furniture and Closet Systems; shipped improvements that increased **revenue per search by $4.50** and moved more searchers to product pages

#### User Experience Designer · Internship

May 2022 – Sep 2022

- Redesigned the Store Details Page for **180+ store pages** from research to live launch, coordinating with SEO, design, strategy, and UX research
- Prototyped and tested 8 concepts (4 mobile, 4 desktop); designed 7 new homedepot.ca features with partners across 5 departments

### The Canadian Canoe Museum · UX Designer, Contract

Jan 2021 – May 2021 · Remote

- Designed a VR experience bringing Indigenous canoe stories to life and prototyped an online version of the museum's exhibition

## SKILLS & TOOLS

**DESIGN** · Figma · Framer · Miro · Wireframing · Prototyping · Interaction Design · Information Architecture · Responsive Design · Accessibility (WCAG)

**RESEARCH** · Usability Testing · A/B Testing · Research Synthesis · Competitive Analysis

**ANALYTICS** · Adobe Analytics · Contentsquare · Funnel Analysis · Conversion Rate Optimization (CRO) · Search Optimization · SEO

**STRATEGY & LEADERSHIP** · UX Strategy · Product Discovery · Project Leadership · Workshop Facilitation · Stakeholder Management · Roadmapping

**AI** · ChatGPT · Claude · Gemini · AI Agents · Prompt Engineering · AI-Assisted Research

**LANGUAGES** · English (Native) · Hindi (Native) · Spanish (B1)

## EDUCATION

**George Brown Polytechnic** (formerly George Brown College) · Honours Bachelor of Digital Experience Design · 2019 – 2023 · GPA 3.8
Dean's List, 8 consecutive semesters · Honours Program Graduate