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# MANISHA GUPTA

Senior Design Manager | Product & Platform UX

**Design Manager at Adobe** with **15+ years** of experience leading product design across mobile and desktop platforms. Experienced in building and mentoring high-performing teams, shaping UX strategy at scale, and partnering closely with product and engineering leadership. Deep background in platform design, accessibility, and growth, with a leadership style grounded in clarity, craft, and thoughtful decision-making.

## CORE LEADERSHIP STRENGTHS

- Design Leadership and People Management
- Product & Platform UX Strategy
- Cross-functional Partnership (PM, Engg, Research and Data Science)
- Mentorship & Talent Development

## LEADERSHIP TRAININGS

- Leadership Circles Program — Leadership Research Institute (2024)
- WeLead: Women in Leadership (2022)
- Leading for Creativity — IDEO U (2018)

## PATENTS

### Adobe Patent & Verizon Patent Awards

- [Modification of color contrast ratio based on target contrast](#)
- [Methods and systems for managing an e-reader interface](#) US Patent No. 8694903
- [Methods and systems for managing an e-reader interface](#) US Patent No. 8645873

## COMMUNITY PLATFORM



### 47 Days of Devanagari Type

Co-founded 47 Days of Devanagari, a typography challenge celebrating Devanagari letterforms, building a global community of 5,000+ designers in partnership with Adobe and 36 Days of Type.

## DESIGN AWARDS

### Fast Company's 2020 Innovation by Design Awards

Finalist for Accessibility in Adobe Color

### IIID Information Design Awards 2011, Taipei

Introducing the Deaf and Mute to the World of Road Signs awarded under Student Category.

## DESIGN EVANGELISM

- Contributor to the Adobe Blog
- Adobe Express Representative at Adobe MAX 2024

## TALKS AND SPEAKING

Podcast guest and speaker at design events and colleges; media features on design, accessibility, and leadership.

- Talk at "Building It Big" Podcast
- [Integrating AI in workflows to design for scalability by ADI](#)
- Design Talk at PES University
- [Design DNA Talk at Flipkart – Unique Paths of Design IC vs Design Manager](#)
- [Interview with Design Whine Magazine](#)
- [Speaker at "Make it with Fresco & Capture," featuring South Asian artists](#)

## WORK EXPERIENCE



### Design Manager 2

Adobe Inc. – Bangalore, India | June 2024 - Present

**Lead a mixed-level team of six designers**, owning UX strategy for Adobe Express across authoring, education (K-12), web experiences, and accessibility. Partner closely with Product and Engineering leadership to define priorities, navigate trade-offs, and guide platform-level decisions across mobile and desktop. Coach senior designers on judgment, influence, and cross-functional leadership while maintaining high standards for design quality.

#### Express EDU K-12 – US and India

Led strategy and design to improve engagement and content discovery, while building a globalization framework to scale K-12 experiences beyond the US to India and Asia.

#### Express Styles & Color Experiences

Defined the vision for Styles and built the feature by combining color, fonts, and design elements to enable one-click brand application for Enterprise, SMBs and solopreneurs.

#### Express GenAI Features

Spearheaded AI Assistant experiences in Express, including Color and Gradient sub-agents showcased at Adobe MAX. Currently shaping the vision for expanding Styles GenAI capabilities across other Adobe apps like Acrobat and InDesign.



### Staff Experience Designer

Adobe Inc. – Bangalore, India | June 2018 - May 2024

Part of the global Express Foundations team, leading the Color and Theme experience across desktop and mobile. Helped define core patterns and frameworks that shaped the early direction of Adobe Express, transitioning from Adobe Spark.

#### Express Color & Themes (Foundations Team)

Played a key role in the initial Express Foundations design team, defining the framework and reimagining Color and Theme workflows as Adobe Spark evolved into Adobe Express. Helped establish scalable patterns that shaped early Express authoring experiences.

#### Design Lead — Adobe Color & Adobe Capture

Led UX design across desktop and mobile for Adobe Color and Adobe Capture, including Adobe's first color accessibility tools. Work recognized as a Fast Company "Innovation by Design" finalist and resulted in multiple design patents. Partnered closely with accessibility, engineering, and research teams to embed inclusive design standards.

#### Design Lead — Elements NXT (0→1 Product Vision)

Led design vision for Elements NXT, a new 1.0 product concept for memory-keepers and hobbyists. This work laid the foundation for Adobe Lite, later evolved into Adobe Express, with continued involvement as a foundational designer on Express.



### Lead User Experience Designer

Globant – Bangalore and Pune, India | 2011 - 2018

#### UX / Product Design Leadership (B2B & B2C)

Led end-to-end UX design for several consumer and enterprise products, from concept through validation and delivery. Drove design quality through team ideation and mentorship, and partnered with clients and development teams to deliver production-ready solutions.



### UX / UI Designer

Verizon Communications, Chennai, India | 2009 - 2011

#### Product Design & Interaction Innovation

Designed core features for Verizon Media Manager across content, onboarding, and monetisation. Led design for gesture-based interactions on touch-enabled devices, resulting in multiple U.S. patents and organisational recognition.

## ACADEMICS

#### M.DES, 2009

Visual Communications,  
Industrial Design Center (IDC), IIT Bombay

#### BFA, 2007

Applied Arts & Advertising  
International College for Girls, ICG, Jaipur