

# Mrunal Deshmukh

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Portfolio: <https://www.mrunaldesigns.com/>

I am a versatile User Experience Designer seeking an entry-level opportunity at a fast-paced company to design delightful user experiences with a data-driven design approach. I am currently working with **Walmart Global Tech India** to solve problems of DevOps and developer workflows using **generative AI**.

## Education

### National Institute of Design

Master of Design, Information Design | GPA: 8.6 / 10

Bengaluru

August 2021- January 2024

### National Institute of Fashion Technology

Bachelor of Design, Accessory & Product Design | GPA: 9.0 / 10

Mumbai

August 2015- May 2019

## Work Experience

### Walmart Global Tech India

UX Designer - Thesis Project Internship

Bengaluru

June 2023 - Present

- Designing and Prototyping a **Generative AI-led SaaS Enterprise Web Application** that provides faster, more efficient and more accurate content discovery to **increase Developer Productivity by 5%** and eventually reduce the time-to-market for features.
- Conducted 20+ **User Interviews** and market research, resulting in a detailed **User Journey Map** that uncovered information flow at Walmart's Scale.
- Delivered an extensive **User Research Report** by transcribing and analysing interviews, synthesizing key insights and mapping **Jobs-to-be-Done**, reducing the project's turnaround time significantly within tight deadlines.
- Conceptualised **Design Principles for Generative AI products**, impacting a portfolio of 20+ upcoming AI initiatives resulting in increased consistency across teams and products. Successfully delivered the final draft of the framework 2 sprints ahead of schedule. Agile Methodology was incorporated.

### Imaginarium India Pvt Ltd

Design & Research Lead

Mumbai

March 2021 - August 2021

- Led product design & development for various clients while significantly contributing to the research to increase development capabilities.
- Conducted market research for the clients & strategically prioritised products for launch while managing the stakeholders' expectations.
- 20+ Products designed were successfully featured in Vogue India 2020 & Brides Today resulting in a 30% increase in orders and worked cross-functionally to deliver the products under tight timelines continuously.

### Imaginarium India Pvt Ltd

Accessory & Product Designer

Mumbai

July 2019 - February 2021

- Supported the creation of innovative concepts and designs for existing client base. Exhibited divergent thinking capabilities to provide exhaustive rounds of ideations and detailed specification sheets as development handoffs.

## Technical Skills

- **Design:** Interaction Design, UI Design, Prototyping, Wireframing, Digital Design, Service Design, Design Systems, Information Architecture, Micro-animation, Graphic Design, Data Visualisation, Visual Design and branding,
- **UX Research:** User Research and insights, Data Analysis, User Interviews, Service Blueprints, User Journey Mapping, Personas, A/B Testing, Information Architecture, Storyboards, Userflows.
- **Tools:** Figma, Adobe XD, Photoshop, Illustrator, MS Excel, Powerpoint, Procreate, Mural, Miro, Notion, Jira, RawGraphs

## Projects

- Co-Poshan: A community application to fight malnutrition crisis in India. ([view](#))
- Transcending Dualities: A System Design Research Gigamap. ([view](#))