

Muskaan Mahendru

Product Design / Visual Design

Experienced and dedicated product designer with a proven track record of 4 years, excelling in diverse environments from established players like GoNoise to dynamic startups such as Innovist. Specializing in desktop and web platforms, graphics, visual design, and design research.

Work Experience

Senior UI/UX Designer / Appinventiv

Sep 2024 - Present

Noida, Uttar pradesh

- Designed data-driven dashboards for real-time visibility into operations for Sonny Carwash to track operations and metrics in real time, improving efficiency.
- Built modular UI system for Sonny Carwash admin tools to streamline scheduling and inventory workflows.

Designer / Cactus communication

Sep 2023 - Sep 2024

Noida, Uttar pradesh

- Developed the design strategy for the Impact Science unit, focusing on translating research findings into visually impactful presentations.

Senior Associate Designer - UI/ UX / GoNoise

May 2022 - Sep 2023

Gurugram, Haryana

- Managed and directed a design team of 2 individuals to successfully implement new e-commerce design strategies for desktop and web apps, resulting in a 15% increase in user engagement metrics.
- Revamped ad strategy for Amazon and Flipkart, prioritizing brand alignment with current trends over noise, resulting in a 30% increase in click-through rates overall since the time I started till september.

Brand & Communication Designer / Innovist

Nov 2021 - Apr 2022

Gurugram, Haryana

- Revitalized the branding and packaging for Bare Anatomy, Chemist at play, and SunScoopsp to align with current market trends, resulting in a significant increase in brand recognition across all three brands.
- Developed guidelines and standards for brand usage, ensuring consistency and alignment across marketing collateral, digital platforms, and internal communications.

Graphic Designer / SM Devops LLP

Jul 2020 - Aug 2021

Noida, Uttar pradesh

- Translated conceptual ideas into compelling visuals, leveraging design principles, typography, color theory, and layout techniques to deliver impactful and memorable designs.
- Executed a wide range of design projects, including digital and print materials such as logos, advertisements, packaging, marketing etc

Contact

+91 7835850341

muskaanmahendru0879@gmail.com

<https://www.linkedin.com/in/muskaan-mahendru-320930223/>

Skills

- Systems Thinking
- Design Thinking
- Product Thinking
- Information architecture
- Interaction Design
- Rapid prototyping
- UX writing
- Design sytems
- Conversation Design (AI)
- B2B design (SAAS)
- Product Strategy
- User pscycology
- Project evaluation
- Data visualisation

Tools & knowledge

- Figma
- Adobe creative suite
- Miro, Mural , Invision pro
- Framer
- Sketch
- Balsamiq pro
- Whimsical

Education

Bachelor of Design

The Design Village , Noida

2017-2021

Recognition

Project Recognition at Dezeen

Collaboration with Meghalaya Government in Systems Thinking

Best Design research: Feminism

The design village