

# 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 SunScoopspf 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 systems
- Conversation Design ( AI )
- B2B design ( SAAS )
- Product Strategy
- User psychology
- 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