

Mrunmayee Kharkar

mkharkarwork@gmail.com | +1(513) 200-7207 | [LinkedIn](#) | www.mrunmayeekharkar.com

Strategic and user-centric **UI/UX Designer** with **6+ years** of experience in **B2B, B2C SaaS**, and digital product design.

EXPERIENCE

UI/UX DESIGN VOLUNTEER | Helpful Engineering | USA - Remote Jan 2025 - Present

- Revamped **onboarding & registration workflows**, reducing drop-off rates through form optimization.
- Established **scalable design systems**, ensuring consistency across digital solutions.
- Collaborating with **engineers and product managers** to define roadmaps and ensure technical feasibility.

UX/UI GRAPHIC DESIGNER | SkyIT, Subsidiary of GBCS Group | Remote May 2024 – Aug 2024

- Led **website revamp**, by conducting **usability testing**, implementing **iterative improvements**, reducing **navigation time by 50%**.
- Increased **website engagement by 15%** through **competitive analysis** and **brand-focused UI redesign**.
- Reduced **task completion time by 25%** by refining **user workflows** and **navigation structures**.
- Designed **user flows, wireframes, and prototypes** using a user-centered approach, reducing errors by 60%.
- Collaborated with **cross-functional teams** to refine **customer journeys, UI components, and visual design** for **website revamp and product design**.

SR. UX DESIGNER & CREATIVE LEAD | Logicserve Digital PVT. LTD | Mumbai Jul 2019 – Dec 2022

- Improved **campaign engagement by 25%** for **TATA Motors Finance** through refined **interaction design** and **usability enhancements**, increasing **customer satisfaction by 25%** and earning an award.
- Spearheaded a **comprehensive design system**, unifying **visual elements** and **interaction patterns**, boosting **user engagement by 40%**.
- Developed **50+ design concepts**, conducting **user research** and defining specifications to align with **brand guidelines** and **client requirements**.
- Led a **10-member design team**, by implementing a **structured design review process**, reducing iteration time by 30% and accelerating project delivery.
- Designed a banking app with **user-focused features**, reducing **customer support inquiries by 15%** through improved trust, functionality, and usability.

USER EXPERIENCE DESIGNER | Experiential Art & Marketing Communication | Mumbai Jun 2016 - Jun 2019

- Elevated **event engagement by 20%** through **immersive B2B experiences**, integrating **interactive installations, AR/VR**, and **sensory-driven environments**.
- Boosted **visitor participation by 25%** with **interactive installations, motion sensors, projection mapping**, and **gamified elements**, enhancing **brand storytelling**.
- Designed **digital activations**, increasing **social media engagement** with **QR-based interactions, AR filters**, and **real time social integrations**, improving **brand recall**.

PROJECTS

[GBCS Group Website Rewamp](#) | SkyIT | Internship May 2024 - Aug 2024

- Led a **research-driven** transformation of GBCS Group’s website into an **AI-powered, user-friendly** platform.
- Conducted **stakeholder workshops**, developed **wireframes & prototypes**, and optimized **information architecture**.
- Presented **weekly design updates**, influencing decision-making and strategic direction.

[Bills & Subscription Management Feature: Bank of America](#) | Academic Project May 2024 - Aug 2024

- Led end-to-end **UX/UI design** for bill & subscription feature in banking app, improved usability and user control.
- Conducted **user research**, competitive analysis, and created personas, journeys, wireframes, and hi-fi prototype.
- Applied **interaction design, information architecture, and visual design** to streamline bill tracking and alerts.

EDUCATION

DEPAUL UNIVERSITY Chicago, IL Jan 2023 - Nov 2024

Master of Science in Human Computer Interaction

SKILLS

Prototyping, Sketching, Wireframing, Interaction Design, Journey Mapping, Persona Mapping, User Interview, Usability Testing, User Research, Heuristic Evaluation, Accessibility WCAG 2.1, Information Architecture.

TOOLS & TECH | Figma, Adobe Creative Suite, Adobe XD, Framer, Jitter, Miro, HTML, CSS, JavaScript, Jira