

Mahanetran Murali

Product Designer & Strategist · Manhattan, NY

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EXPERIENCE	Product Designer Quantum Integrators · Princeton, NJ · Full-time Mar 2026 – Present - Led 0 → 1 design and branding for QNeo, an SAP insights tool for product latency, service health, and report summaries, now drawing investment interest from 2 clients. - Designed the foundation of an agentic chatbot and observability control plane for a \$90B pharmatech client.
	Design Strategist Irregular Hours · Brooklyn, NY · Contract · [App Store, Website] Nov 2025 – Mar 2026 - Designed the e-commerce and launch website from creative direction on Figma to a responsive Framer build in under 8 weeks. - Tracked the app's 1.3K beta users with Firebase and Hotjar, and owned its metric improvements across growth, product, and design through a 90-day go-to-market sprint.
	Product Designer Deloitte [SCADpro] · Savannah, GA · Project Mar 2025 – May 2025 - Led an 18-member student team tackling 11 accessibility barriers that 10M+ seniors face across 6 federal platforms. - Redesigned benefit issuance and registration flows across 3 federal self-service tools, grounded in heuristic audits, jobs-to-be-done, and 8 senior-focused design principles, then validated them in usability workshops with 10 seniors aged 60+.
	Design Strategist BMW Group [SCADpro] · Savannah, GA · 2 projects Mar 2024 – Nov 2024 BMW M Driving Experience (Sep – Nov 2024): Shaped the content strategy for Gen Z event discovery and booking from 234 surveys and 34 interviews, and authored briefs for 24 contributors whose concepts scored a 50% higher NPS with Gen Z testers. Innovation Strategy Blueprint (Mar – May 2024): Managed a 20-member team to design 8 phygital solutions in 2 weeks (average NPS of 64), including a full-stack design-development and renewed information architecture for a central innovation forum portal for BMW IT in Greenville.
	Product Designer HashedIn by Deloitte · Bangalore, India · Full-time Jul 2022 – Aug 2023 - Designed 4 enterprise SaaS products and the Figma component libraries behind them, cutting design-to-dev turnaround by ~25%. - Led the UI and design system revamp for Deloitte ConvergeHealth CareClarity to WCAG 2.1 AAA in 2 months, contributing to \$10M in secured client projects.
PROJECTS & AWARDS	UX Designer AMMACHI Labs · Bangalore, India · Apprenticeship Jan 2022 – May 2022 Designed UrSQL, an interactive MySQL learning platform for India's Class 11 to 12 IT curriculum, shaped by research with 7 students and 2 educators in CBSE schools.
	PaidPiper: A music business co-pilot; winner of the Indigo Design Award , 2026. Sailing Smiles: Dental care for island communities; winner of the European Product Design Award , 2025.
EDUCATION	Master of Business Innovation – Design Management Savannah College of Art & Design · Savannah, GA Sep 2023 – May 2025
	Bachelor of Design – Business Service & Systems Design Srishti Institute of Art, Design & Technology · Bangalore, India Jul 2018 – May 2022
SKILLS	Design: Interaction Design, Design Systems & Tokens, Information Architecture, Motion Design, Accessibility (WCAG) AI Workflows: AI-Assisted Prototyping, Agentic & Chatbot UX, Gen AI Use-Case Discovery, Generative Visuals Product Strategy & Ownership: Roadmap Prioritization, Go-to-Market Strategy, Jobs-to-Be-Done, Service Blueprinting User Research & Data Fluency: Research Interviews, Usability Testing, Insight Synthesis, Product Analytics Frontend & Design Engineering: HTML & CSS, JavaScript, React, Responsive Layouts (CSS Grid, Flexbox)
TOOLS	Figma, Framer, Paper, Jitter, After Effects, Illustrator, Photoshop, Miro, Claude, Cursor, Lovable, Flora, Midjourney, Notion, Jira, Amplitude, Hotjar, GitHub, Vercel