

MAHANETRAN MURALI NARAYANAN

+19123419914 | mahanetran@gmail.com | [linkedin.com/in/mahanetran-murali](https://www.linkedin.com/in/mahanetran-murali) | mahanetranmurali.com (Password: M@h@_P0rtf0lio)

WORK EXPERIENCE

Product Designer - Irregular Hours (New York, USA) Nov 2025 – Present

- Shaping product direction and design system for a B2B2C career-navigation platform with 13K signups in 8 weeks and 1.5K beta users.
- Synthesizing traction data (67% open rate, 55-min avg. session) into KPIs, onboarding flows, and narrative-driven prototypes.
- Produced high-fidelity UI, interaction patterns, and visual layouts used as a development-ready source of truth.
- Created reusable component variants, auto-layout structures, and token systems for consistent UI.
- Collaborated closely with engineering + PMs to scope features and resolve UX and technical tradeoffs rapidly.

Founder-Product Designer - PaidPiper (Savannah, USA) Sept 2024 – Aug 2025

- Built a B2C artist-venue marketplace MVP with 60% activation + 70 NPS, reducing booking friction for indie artists.
- Developed end-to-end flows, onboarding, visual identity, and early design system foundations.
- Created a 5-year product roadmap from mixed-methods research targeting a \$5B SOM.

Project Manager & Product Designer - Deloitte x SCADpro (Savannah, USA) Mar 2025 – May 2025

- Improved senior task completion by 30% via redesigned onboarding and A/B-validated flows across federal self-service portals.
- Unified 16+ cross-functional contributors by clarifying 11 systemic UX barriers using analytics + journey diagnostics.
- Designed future-state flows, accessibility upgrades, and 5-year MarComm/UX recommendations impacting 10M seniors.
- Facilitated ideation, co-creation, and rapid prototyping sessions to align product, engineering, and policy teams.

Design Strategist - BMW Group x SCADpro (Savannah, USA) Sept 2024 – Nov 2024

- Boosted BMW M booking conversions by 25% through redesigned event/location flows tested with Gen Z users.
- Synthesized 34 interviews + 234 surveys into omnichannel Gen-Z insights (web, events, game, sound).
- Secured 80% executive buy-in by mapping competitive whitespace + proposing 3 blue-ocean opportunities.

Project Manager & Design Strategist - BMW Group x SCADpro (Savannah, USA) Mar 2024 – May 2024

- Restructured BMW's innovation workflow with a 3-stage service blueprint, saving 6,000+ employee hours annually.
- Aligned 20+ global stakeholders by synthesizing 20 SME interviews into 3 KPI trees, experience principles, and strategic opportunity areas.
- Identified 7 innovation differentiation opportunities by benchmarking 20+ accelerators, labs, and idea campaigns.

Product Designer - HashedIn by Deloitte (Bangalore, India) Jul 2022 – Aug 2023

- Enabled \$10M enterprise revenue by delivering a WCAG-compliant design system for a healthcare SaaS platform.
- Reduced design-to-engineering handoff time by 30% through scalable components, tokenized styles, and dev-ready patterns.
- Improved task success to 75% and achieved 50 NPS for a mobile fintech product through iterative usability testing.
- Partnered with PMs, engineers, and QA to ship cross-platform UI enhancements and tighten release cycles.

UX Designer & Researcher - AMMACHI Labs (Bangalore, India) Jan 2022 – May 2022

- Designed a gamified MySQL learning platform, improving curriculum task success by 50%.
- Built interaction flows and scenario-based challenges from 45+ interviews, boosting long-term comprehension.

Design & Research Intern - Dignify Labs LLP (Bangalore, India) Jun 2021 – Jul 2021

- Conducted a 5-day research sprint to map value gaps in social development & fintech sectors, raising 14 viable value propositions using JTBD, insight affinization, and opportunity mapping frameworks.
- Designed RFP presentation templates to capture potential client partners and projects, increasing client onboarding success rate by 60%.

UX-Service Designer - CoLaboratory (Noida, India) Oct 2020 – May 2021

- Reduced bounce rate by 30% by redesigning 5 user flows, IA, service pathways, and content strategy for a counseling service's website.
- Unlocked new service positioning by delivering ecosystem maps and value canvases from 4 co-creation sessions with stakeholders.

EDUCATION

Master of Business Innovation - Design Management | Savannah College of Art & Design (Savannah, USA) Sept 2023 - May 2025

Bachelor of Design - Business Service & Systems Design | Srishti Institute of Art, Design & Technology (Bangalore, IN) Jul 2018 - May 2022

SKILLS

UX-product design, Service design methodologies, Mixed-methods research, Product discovery, User/usability testing, Workshop facilitation, Journey mapping, Accessibility compliance, Data visualization, Visual design, Agile, Vibe coding, Rapid prototyping, Design systems, Project management

TOOLS

Figma, Framer, Miro, Adobe CC, MS Office 365, Google Forms, Google Analytics, Jira, Notion, UserTesting, Jitter, Cursor AI, Lovable, Dall-E, Midjourney, HTML/CSS, MySQL, ChatGPT, Perplexity, RStudio, HubSpot