

MRUNMAYEE LELE

mrunmayee07lele@gmail.com | +1 765-771-0557 | mrunmayeelele.com | linkedin.com/in/mrunmayee-lele/

WORK EXPERIENCE

Purdue University, West Lafayette, IN Aug 2023 - Present

UX Designer and Graphic Designer

- Crafted brand identities, design guidelines, and engineered user-friendly interfaces for a website, resulting in a 20% increase in brand recognition and customer loyalty while optimizing digital experience for users.
- Produced compelling and visually captivating designs across all media, boosting user engagement by 25%.

RadicalX, New York, NY May 2023 - Aug 2023

UX Design Intern

- Initiated and designed an end-to-end engaging environment, including the AI mission manager for a SaaS platform, in alignment with agile principles resulting in increased user engagement by 30%.
- Conducted over 25 user testing sessions on UserTesting to concept-test mockups and assisted in AI-driven plagiarism detection research upholding rigorous data privacy and encryption standards.
- Led a project performing in-depth design research and competitive analysis to inform development of intuitive interfaces and refined a series of low to high fidelity prototypes resulting in a 200+ beta signups.

FordLabs (Ford Motor Company), Chicago, IL Aug 2022 - Dec 2022

Student Designer

- Applied research insights to drive design decisions and revamped design system, collaborating with cross functional teams for ensuring streamlined design language resulting in 30% increase in information findability.
- Collaborated with 10+ Ford employees to lead co-design and brand identity sessions, gathering insights from stakeholders and incorporating feedback; analyzed content inventory to understand digital content.

RecruitNXT, Mumbai, India Mar 2022 - Jun 2022

UX Designer & Researcher

- Engineered seamless user journey for AI-enabled ATS, orchestrating design of end-to-end experience of automated recruiting, resulting 40% reduction in recruitment cycle time.
- Created wireframes for a dashboard to improve stakeholder communication and feedback, involving conducting user interviews, developing information architecture, and data analysis to improve user experience.
- Generated design reports fostering effective communication and execution, resulting in 100% streamlined project understanding and collaboration.

EDUCATION

Purdue University, West Lafayette, IN Aug 2022 - Expected May 2024

Master of Science in User Experience Design | GPA 3.8

University of Mumbai, Mumbai, India Aug 2017 - Jun 2020

Bachelor of Science in Computer Science | GPA 3.5

SKILLS

Design: Concept Sketches, Wireframes, User Flows, Rapid Prototyping, Information Architecture, Design Systems, Competitive Analysis, Interaction Design, Content Design, Product Roadmaps, Heuristic Evaluation, Storyboarding

Research: User Interviews, UX Analysis, User Personas, Usability Testing, Contextual Observation, Surveys, Contextual Inquiry, A/B Testing, Diary Study, Card Sorting, Journey Maps, Affinity Diagramming, Research Synthesis

Tools: Figma, Miro, InVision, Adobe XD, Sketch, UserTesting, Illustrator, Photoshop, Balsamiq, Jira, Excel

Coding: HTML/CSS, Javascript, Python, C, Java