

Mrunal Dhaygude | Product Designer

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EDUCATION

Master of Science in Human-Computer Interaction, University of Maryland, College Park Aug 2022-May 2024
Courses: Visual Design Studio, Interaction Design Studio, Personal Health Informatics, Data Visualization

Bachelor of Engineering, Electrical and Instrumentation, BITS Pilani, India Aug 2017-Jul 2021
Courses: Computer programming, Data structures and algorithms, Principles of Economics

SKILLS AND TOOLS

Design: UX design, UI design, Accessible design, Data visualization, Data analysis, Competitive analysis, Storyboarding, Information Architecture, Wireframing, Prototyping, Motion design, Graphic design, Customer journey, Graphic design

Research: User research, Qualitative & Quantitative Research, Usability testing, Affinity mapping, Contextual inquiry, Heuristic evaluation, Moderated and unmoderated user interviews, Stakeholder analysis, User persona

Tools and Languages: Figma, Sketch, Miro, Jira, Android Studio, Python, HTML, CSS, Javascript, C++, Tableau, SQL, Fusion360, Adobe Illustrator, Balsamiq, Adobe XD, Invision, Adobe Photoshop, ReactJS

PROFESSIONAL EXPERIENCE

Research Assistant, SMART Lab, University of Maryland Jan 2023-Present

- Build a social robot to help in facilitating conversations between native and non-native language speakers.
- Designed a detailed user study to analyze how different human-robot interactions affected the conversation.

Associate UX Designer, OLX Group, Gurugram, India (*Car Trading Platform*) Jun 2021-Jul 2022

- **Achieved a 30% improvement** in the funnel by crafting an A/B experiment to optimize the car seller's flow.
- Improved the number of users completing online car inspection **by 43% with iterative design improvements** to the feature based on User testing, and Data analysis insights.
- Led the team responsible for designing the user flow for car sellers for the new MVP launch in Mexico & Chile.
- Conducted user testing and competitive analysis to optimize the car reserving flow for markets in Mexico and Chile.
- Collaborated with developers, UX researchers, product managers, data analysts, quality analysts, and marketing teams in 7 countries to build online car trading experiences for over 30M users.

Product Design Intern, OLX Group, Gurugram, India (*Car Trading Platform*) Jan 2021-Jun 2021

- Developed a new conversational user interface to help users sell their cars online with ease.
- Conducted user testing to ensure the conversational experience is inclusive of users of different ages and genders.
- Designed several A/B experiments to optimize an experimental feature based on user flow data & interview insights.

Product Innovation Intern, MapmyIndia, New Delhi, India (*Mapping Solutions*) Aug 2020-Dec 2020

- Built the initial concept and roadmap for a new product by conducting user interviews, surveys, and focus group discussions. Designed the end-to-end experience for the MVP.
- Worked with a team of 5 interns to develop and launch the product. Onboarded 1000+ users in the first month.

PUBLICATIONS

Mrunal Sanjay Dhaygude, Naitik D. Lapsiya, Dipanjan Chakraborty "There is No App for That: Manifestations of the Digital Divides During COVID-19 School Closures in India", *The 25th ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW)*, 2022 (<https://dl.acm.org/doi/abs/10.1145/3555140>)

- Conducted a qualitative study with 48 participants, including teachers, students, parents, and non-profit workers to understand the impact of Covid-19 school closures on education in India.

Mrunal Sanjay Dhaygude, Dipanjan Chakraborty "Rethinking Design of Digital Platforms for Emergent Users: Findings from a Study with Rural Indian Farmers", *IndiaHCI 2020: 11th Indian Conference on Human-Computer Interaction*, 2020 (<https://dl.acm.org/doi/10.1145/3429290.3429297>)

- Conducted detailed qualitative interviews with 20 farmers from different states of India to understand how they interact with digital information systems with limited technology and reading literacy.