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**.

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.

PROJECTS & AWARDS

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