

Prerana Mulay

Product Designer

Immediate Joiner

Product Designer with 2 years of experience designing end-to-end digital products. I focus on creating clear, scalable experiences for merchant platforms, admin systems, and user-facing products. With a background in architecture, I bring strong systems thinking, attention to detail, and a user-first approach to solving complex problems through simple, practical design solutions.

Work Experience

Product Designer

Amealio, Pune, Sep 2024–Nov 2025

- Revamped the brand identity by redesigning the logo, color palette, and visual language, creating a more cohesive brand system used across **100%** of merchant- and admin-facing touchpoints.
- Built the **design system** from scratch, defining reusable components, typography, colors, and interaction patterns, reducing design inconsistencies and improving design-to-development handoff efficiency by **~30%**.
- Conducted user and merchant research through interviews and usability discussions, synthesizing insights from **10+** stakeholders to identify key usability and operational pain points.
- Structured the **information architecture** for merchant and admin platforms, simplifying complex workflows and reducing the average number of steps per core task by **~25–30%**.
- Designed critical **merchant and admin flows**, including tracking and operational journeys, improving task clarity and reducing user errors in internal testing.
- Created **WhatsApp and email notification templates** for updates, reminders, and alerts, contributing to improved communication consistency and faster merchant response times.
- Designed **abandoned cart recovery flows**, helping support higher conversion and re-engagement rates by addressing key drop-off points in the user journey.
- Designed AI chatbot interfaces and defined conversation logic, including fallback scenarios and basic personalization, improving first-level query resolution and reducing dependency on manual support.
- Collaborated closely with cross-functional teams including **developers, product managers, and marketing**, delivering **user-centered solutions** that supported a smooth product launch and early platform adoption.

UX Intern

HDFC Bank, Mumbai, June 24 – September 2024

- Conducted **user research** and **journey mapping** to identify pain points in internal banking tools and customer-facing workflows.
- Analyzed complex, regulation-heavy processes to simplify flows while maintaining compliance and accuracy.
- Created **wireframes and interaction flows** focused on reducing errors, cognitive load, and task completion time.
- Worked on enterprise-scale UX problems, gaining exposure to real-world banking systems and operational realities.

UX Designer-Freelance

Swastha App, Feb 25 – April 2025

- Structured task-based journeys to help users easily **discover doctors, select services, and complete bookings**
- Collaborated directly with the client, **translating requirements into usable, production-ready designs**
- Delivered **wireframes, UI screens, and handoff assets** for development

Junior Architect

Archicon Design, Pune–June 2022–December 2022

- Conducted **user and site analysis** to understand context, constraints, and real-world usage patterns
- Translated requirements into **structured layouts, flows, and spatial hierarchies**, strengthening skills in information architecture and systems thinking
- Collaborated with **senior architects and consultants**, working within technical, regulatory, and real-world constraints
- Prepared **drawings and documentation** with a strong focus on clarity, usability, and accuracy

Contacts-

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Located in Pune, IN

Education & Learning

UI/UX Innovation Programme

MIT institute of design, Pune

May 2023 – May 2024

Bachelor's of Architecture

Dr.Bhanuben nanavati college of architecture, Pune

Sep 2018 – Jun 2023

Skills

Product discovery

UX research

User testing

User journey mapping

Information architecture

Wireframing

Prototyping

UI design,Service Design Illustration

Design system

Design sprints

A/B testing

Kanban, agile & scrum

Product management

AI & Automation

AI-Assisted Prototyping, Vibe Coding (GPT/

Claude), Design-To-Dev Workflows Using

AI, AI-Driven Iteration &

Exploration,Lovable,Stich

Tools

Figma, Sketch, Adobe Illustrator, Photoshop, Premier

Pro, Heygen, Framer, Miro, Notion, Jira, UX

pilot,Rhino,Autocad,3dsmax

Soft Skills

Communication, People Management,Enterprise-focused

design thinking

Courses

Foundation of user experience

Google coursera

Fundamentals of digital marketing

Google coursera

Languages

English,Hindi,Marathi