

Mrunmayee Bhate

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Service Designer connecting research, strategy, and storytelling across healthcare, tech, and beyond.

EXPERIENCE

Service Designer - *Mosaic Design Labs* | Berkeley, CA January 2026 - Present

- Designed and built case study websites and pitch decks that translated complex biomedical technologies into clear stories for early-stage investors, and partners, supporting acquisition across 6+ clients.
- Prototyped and deployed interactive components using Figma-to-code workflows with AI tools like Cursor, requiring minimal engineering support.
- Collaborated with researchers, engineers, and leadership to visualize and communicate device and diagnostic technologies across grants, product launches, and strategic communications.

Service Designer - *We Make It Matter* | San Mateo, CA January 2025- December 2025

- Redesigned the studio's primary digital platform as both a design system and an operational service flow, improving documentation and team collaboration workflows resulting in a 50% increase in sessions.
- Planned and executed user research and contextual studies, developing personas and synthesizing insights that shaped product decisions and improved cross-team alignment, increasing user session duration by 20%.
- Conducted competitive analysis and feature prioritization, supporting iterative prototyping and feedback loops that improved customer retention by 15% and made design processes more repeatable and scalable.

Service Designer - *Laerdal Labs DC* | Washington DC August 2024 - November 2024

- Synthesized qualitative research from multiple workshops into customer journey maps, service blueprints, and frontstage/backstage flows, identifying key opportunity areas and aligning product and delivery teams.
- Developed a sustainability-focused research plan with clear objectives, methods, and documentation, building a standardized framework to support consistent, scalable service design work.
- Facilitated co-creation workshops with 50+ nursing educators, generating insights that shaped future nursing education and service strategies.

Design Strategist - *Mayo Clinic* | Savannah, GA March 2024- June 2024

- Redesigned crosswalk experiences and designed a wayfinding feature for the Mayo Clinic app, collaborating with engineering and design teams to improve accessibility for 10,000+ daily users.
- Conducted 22 user interviews and analyzed 200 survey responses, developing detailed personas that mapped pain points across patient and caregiver journeys.
- Built user flows, journey visualizations, and storyboards, with enterprise-level recommendations projected to reduce wayfinding confusion by 45% and increase patient satisfaction by 30%.

UX Researcher - *BMW* | Savannah, GA August 2023- November 2023

- Conducted UX research for an AI-powered virtual assistant designed to improve communication and productivity for BMW engineers, including stakeholder interviews that shaped product feature priorities and development direction.
- Developed current and future-state service blueprints to map complex communication workflows, aligning a cross-functional team of 20 designers and strategists from SCAD and BMW headquarters.
- Managed client communications and facilitated stakeholder, keeping collaboration on track under tight timelines.

Spatial Design Strategist - *Scaffold Architecture* | Pune, India June 2020- June 2022

- Directed 2 client projects from concept to execution, delivering high-fidelity 2D/3D prototypes and cohesive design solutions through material and color research.
- Coordinated and managed cross-functional teams of 5-10 people, conducting market research and strategic planning for commercial projects.
- Redesigned the firm's website and marketing collateral, improving UI design and storytelling to increase client engagement and project inquiries.

EDUCATION

Savannah College of Art and Design- *MFA Service Design*
2022- 2024
4.00 GPA/4.00 GPA (Academic Honors Scholarship)

Unitedworld Institute of Design- *BDes Interior Design*
2017- 2021
3.89 GPA/4.00 GPA (Silver Medal Recipient)

SKILLS

- **Tools:** Figma | Miro | Sketch | Cursor AI | Notion | Framer | Jira | Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects) | Autodesk AutoCAD | Microsoft Office | Google Workspace
- **Design & Research:** Service Blueprinting | Customer Journey Mapping | Usability Testing | Rapid Prototyping | User-Centered Design | Design Systems Thinking | Quantitative & Qualitative Research | Data Visualization | Workshop Facilitation
- **Strategy & Operations:** Process Design | Requirements Gathering | Data Analysis | Design Operations | Stakeholder Communication | Product Design Workflows | Presentation & Storytelling