Mrunmayee Bhate

mrbhate4@gmail.com   Portfolio Website   LinkedIn

Service Designer | 3+ yrs experience in healthcare, education, mobility and tech startups.

EXPERIENCE

Service Designer- *We Make It Matter*   01/2025- Present
- Redesigned the **portfolio website** using SEO best practices and enhanced visual storytelling, boosting sessions by 50% and securing 10+ new high-profile clients.
- Executed **user research and contextual studies** for the We Make It Matter app, **developing personas** and insights that informed design decisions, improving user satisfaction by 35% and increasing session duration by 20%.
- Led **benchmark analysis and feature prioritization**, contributing to **iterative prototype development** that increased customer retention by 15%.

Service Design Intern- *Laerdal Labs DC*   08/2024- 11/2024
- Led and **facilitated co-creation workshops** with 50+ nursing educators at the NLN Summit, generating actionable insights that informed future nursing education strategies.
- **Synthesized research findings** from multiple workshops, translating complex qualitative data into **customer journey maps, service blueprints,** and **visual frameworks** to identify key opportunity areas.
- Developed a **sustainability research plan** by defining clear objectives and methods, while **establishing a standardized development framework** to guide future service design projects.

Service Designer- *Mayo Clinic*   03/2024- 06/2024
- Led **end-to-end** redesign of crosswalk experiences and **designed a wayfinding feature for the Mayo Clinic app**, collaborating with engineering and design teams to enhance accessibility for 10,000+ daily users.
- Conducted 22 **user interviews** and **analyzed** 200 **survey** responses to develop 6 detailed personas, mapping pain points across patient and caregiver journeys.
- Created **user flows, journey visualizations, and enterprise-level recommendations**, guiding operational decisions projected to reduce **wayfinding** confusion by 45% and increase patient satisfaction by 30%

UX Researcher- *BMW*   09/2023- 11/2023
- Led **generative and foundational UX research** for an **AI-powered emotional virtual assistant** designed to enhance communication and productivity for BMW engineers, conducting 15 stakeholder interviews and synthesizing insights into **actionable recommendations** that prioritized product features and informed development decisions.
- Developed **current and future state service blueprints** to visualize complex communication workflows, aligning a **cross-functional team of 20 designers and strategists** from SCAD and BMW headquarters.
- Served as **communications lead**, managing client communications, facilitating 6 stakeholder meetings to ensure alignment and streamline collaboration under tight timelines.

Design Strategist- *Scaffolda Architecture*   06/2020- 06/2022
- **Led two client projects** from concept to execution, delivering cohesive 2D/3D design solutions through in-depth material and color research.
- **Managed cross-functional teams of 5–10 architects and designers**, driving market research and strategic planning for residential and commercial projects.
- **Produced optimized technical drawings**, improving spatial efficiency, reducing revisions, and boosting client satisfaction by 30%.

EDUCATION

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

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

SKILLS

Service Design Thinking, Journey Management, Product Design, UX/UI Design, Wireframing, Prototyping, Interaction Design, Customer Journey Mapping, Information Architecture, Strategic Design, Systems Thinking, Usability Testing, Service Blueprints, Agile Methodologies, Design System, Data Visualization

TOOLS

Figma, Miro, Sketch, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Autodesk AutoCad, Autodesk Revit, VRay, SketchUp, Lumion, 3Ds Max, Rhino