

Mugdhaa Apte

UX Designer

ABOUT ME

I am a UX designer based in San Francisco, Bay Area. Driven to solve complex problems and design intuitive experiences for people with an empathetic and holistic approach.

WORK EXPERIENCE

Senior Visual Designer

Persistent Systems, Pune, India | Jan 2015 - May 2016

Designed a mobile app (iOS and android) for VLDB conference, India

- Collaborated with a product manager and engineers in an agile development process to design end to end user experience of the app
- Responsible for conducting user research, creating user flows, wireframes and designing UI style guide to create high-fidelity mockups
- 75% attendees installed the app to build connections, get an overview of the conference and plan their schedule to attend sessions

Project tracking app design for Persistent Systems account managers

- Responsible for conducting stakeholder interviews, developing storyboards to understand user journey and identify opportunities
- Created wireframes and high-fidelity mockups for the mobile app to enable account managers easily manage their existing and new clients

Senior Design Consultant

Therefore Design Pvt. Ltd., Pune, India | July 2012 - Jan 2015

- Designed visual language for Godrej material handling department's print and web marketing communication deliverables
- Designed packaging graphics for the leading brands in India including Haldiram's, Godrej and Syska LED lights
- Led a design team to translate client requirements into a design brief, define project goals and mentor junior designers for the best output

Graphic Designer

Accrescent Infotech Pvt. Ltd., Expressive Square, Freelancer | June 2010 - July 2012

- Worked with entrepreneurs, small to large scale businesses to design logos, social media campaigns, websites and marketing collaterals

CONTACT

Portfolio- www.mugdhaa.me
mugdhaa.apte@gmail.com
+1 650-495-8631

EDUCATION

Professional UX Design Program

UC Berkeley, CA |
Sep 2018 - Dec 2019

Bachelor's Degree in Applied Arts

Abhinav Kala Mahavidyalaya, Pune,
India | Graduated June 2010

SKILLS

UX Design

Ideation, Sketching, Storyboarding,
User flows, Wireframing,
Interactive prototyping

Visual Design

Designing components, Typography,
Color Palettes, Icons, Illustrations for
Designing High-fidelity Mockups

User Research

Heuristic Evaluations, Surveys and
Interviews, Defining Persona, User
Journey Maps, Card Sorting
Techniques, Usability Testing

TOOLS

Figma

Sketch

InVision

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe Indesign
