

# Malavika Doshi

Multidisciplinary Product Designer

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## EXPERIENCE

### WongDoody - Lead Product Designer

08/2021 - 12/2022

- Led end-to-end UX design for an MVP order management system, optimizing complex logistics workflows and improving operational efficiency.
- Conducted User Acceptance Tests (UAT) to validate key UX decisions, aligning product features with business goals and customer needs, resulting in 20% reduction in user friction.
- Designed and prototyped an AI-driven logistics dashboard for last-mile deliveries, securing a high-value contract, winning an award, and achieving an 88% customer satisfaction score.
- Collaborated with engineers and client design team to resolve UX discrepancies, implemented a tracking system for design inconsistencies, and improved cross-team syncs to reduce handoff issues by 25%

### Lucid Design - Product Design Intern

01/2021 - 04/2021

- Designed UX for an online fitness marketplace, conducting secondary research, creating wireframes, prototypes, and defining visual design direction. Delivered 30+ high-fidelity screens in Figma.
- Created digital and print assets and mockups, enhancing brand presence for FMCG and HR agencies. Designed a packaging label that went into production.

### Mullenlowe Lintas Group - Creative Intern

05/2020 - 07/2020

- Executed social media and communication initiatives for ACT Fibernet, TATA Tanishq, and Central, achieving a 39% increase in customer engagement for ACT Fibernet campaigns.

## PROJECTS

### Conversational AI chatbot for The North Face | New York Product Design Award

Strategised product features and led the visual design for The North Face app revamp, creating a seamless customer experience from pre-purchase to post-purchase and care.

### Untangle - Gamified Microlearning App

Designed a learning experience on cognitive distortions using CBT, psychology, and game design principles. Prototyped and tested with 20 users, achieving 100% satisfaction and a 50% improvement in learning.

## EDUCATION

### Carnegie Mellon University - Master of Interaction Design

AUG 2023 - MAY 2025 | GPA 3.9/4.0

### People's Education Society (PES) University - Bachelor of Communication Design

AUG 2017 - MAY 2021 | GPA 3.96/4.0

## SKILLS

- **Research:** Desk Research, User Research, Literature Reviews, Research Synthesis, Personas, Need-finding, User Journeys, Problem Framing
- **Design:** Product Design, Interaction Design, Wireframes, Prototyping, User Flows, Information Architecture, Visual Design, Presentation Design, Typography, User-Centered Design, Design Systems, Brand creation and management, Graphic design, Video editing, Motion graphics, Illustrations, Package design, WCAG
- **Tools:** Figma, Sketch, After Effects, Spline, Premier Pro, Photoshop, Illustrator, XD, Marvel, Microsoft Azure, Atlassian JIRA, Trello, Miro, Invision