



Mayuresh Pawar

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UX Designer blending data-driven storytelling with unique design frameworks and product strategies to create intuitive, impactful user experiences.

Skills & Expertise

UX & Product Design

Design Thinking
Wireframing
Information Architecture
Heuristic Evaluation
Usability Testing
Accessibility & Inclusive Design

Research & Data-Driven UX

A/B Testing
Funnel Optimization
User Journey Mapping
GA4 (Google Analytics)
Ethnographic Research

Visual Design

High-Fidelity Mockups
Rapid Prototyping
Micro-Interactions

AI in UX

Predictive Analytics
Machine Learning for UX Insights
Personalization
AI-Assisted Design
Data-Driven UI
Data Analysis (Pandas, NumPy)

Education

Bachelor of Engineering
(CSE AI/ML)
2022-2026
Mumbai University
GPA: 7.85

Work Experience

Product Design Intern

Neural Labs

May 2024 – Jan 2025

- Designed a healthcare application, integrating AI-powered insights, improving doctors' workflow efficiency by 45%.
- Conducted ethnographic research and diary studies, leading to a refined app UI with a 50% boost in engagement.
- Created interactive data visualizations for medical reports, reducing cognitive load by 35% and improving doctor-patient communication.
- Collaborated with data scientists to develop an NLP-based chatbot, reducing customer support queries by 30%.

UX Design Intern

Oneture Technologies

Oct 2023 – Mar 2024

- Designed an accessibility-focused redesign, aligning with WCAG 2.1 compliance and improving usability scores by 25%.
- Developed a UX performance dashboard using Python (Pandas, Matplotlib) and GA4, providing real-time insights for stakeholders.
- Executed data-driven user research, analyzing 50+ user sessions to refine onboarding flows, reducing drop-off rates by 23%.
- Leveraged A/B testing and behavioral analytics, optimizing key UI elements and increasing conversion rates by 20%.

Technical Tools & Platforms

- UX & Prototyping:** Figma, InVision, Adobe XD, Sketch
- Data & Analytics:** Python (Pandas, NumPy, Matplotlib), GA4, SQL, Tableau.
- AI & ML in UX:** Predictive Analytics, AI-Assisted Design, NLP-based UX Solutions.