Mukul Mehra

Product Design,Ui/Ux

I am a Digital Ui/Ux/Product & Communication Designer interested in crafting user experience that delight users. I have a total of 5+ years of industry experience, ranging from graphic design, UX research, writing, wireframing and most importantly, UI/Visual designing.

My primary focus throughout, has been to create -

- **Solving design problems & creating beautiful, engaging designs that help business succeed.**

- **As a product designer, I led the design vision and helped to set product direction and manage designers. I designed new features and overhauled the visual design for product and marketing.**

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www.behance.com/myPortfolio

Experience

- Design Lead, **Flixstock India**   Jan 2019 - Nov 2021

- Associate Designer, **Moksha**   Feb 2016 - Jul 2018

- Graphic Designer, **Spy Graphics**   Feb 2015 - Sep 2015

Work & Achivements

Editor Portal - AI based tool design for Flixstock India.   **November 2021**

- Created multi-platform design system for Editors, QA and Fashion QC
- Used in 4 internal and 2 customer facing **flixstock** projects
- I was one of 3 people on the project, with 60% - 70% ownership.

Associate Designer - For Moksha India.   **July 2018**

- Worked closely with the marketing team to develop various design materials including web landing pages and banners.
- Won Designer of the year for my contributions to the company.
- Collaborated with cross-functional teams to create designs that align with the company`s goals and objectives.

Mobile App Designs for Blinkit - formerly Grofers   **September 2016**

- Successfully designed UI for both web & mobile applications at Blinkit.
- Received positive reviews and response on Play store with over a million downloads within a month of launch.
- Contributed to the success of the project by creating an engaging and user-friendly design that resonated with users.

Key Skill

User Experience & Interface
Visual Design & Brand
Video, Motion
Photography

Academics

Bachelor of Arts
University of Delhi, 2015-2018

Diploma in Graphic Design
The computer minds, 2014

Certification

Google UX Design Certification
Coursera (Google), 2022

Certified UX Designer
Designboat UX/UI School, 2020

UX Design Certification
Accenture, 2020

Tools

Adobe Creative Cloud

Figma   Sketch

XD