Muskan Reniwal

Product Designer

mreniwal.design@gmail.com
www.muskanreniwal.com
linkedin.com/in/muskanreniwal
+1 (804) 258–3617

EXPERIENCE

Jobcase, Cambridge (MA) — *UI/UX Design Intern*
JUNE 2019 – AUGUST 2019

Aided the design team in improving user experience of the platform, and increasing engagement through illustrations.
Used Sketch to develop new UI elements for the design system, and prototype 30+ screens for the web and mobile platform.
Created 20 marketing ads based on A/B Testing and CTR, that were used for Facebook.

Analogy, Bangalore (India) — *Design Intern*
JUNE 2018 – AUGUST 2018

Produced 50+ branding collaterals such as brochures, letterheads, envelopes, icons and t-shirt graphics.
Developed tech packs and packaging for watch-testing tool kit, and illustrated a 15 page instruction manual for a client project.

Future Factory, Mumbai (India) — *Product Design Intern*
JUNE 2017 – AUGUST 2017

Researched, designed and manufactured a modern, collapsible and sustainable lamp shade using cardboard and string.

Sparks Farm, Bangalore (India) — *Design Intern*
JUNE 2016 – AUGUST 2016

Applied user journey and wireframing to produce high fidelity prototypes for a real-estate company app, downloaded by 1000+ customers.

PROJECTS

Uber Air, Applied 2020 — *UI/UX Design Mentee*
JULY 2020 – AUGUST 2020

Conducted research, ideation and wireframing, to envision the end-to-end Uber Air experience through an interactive 30 screen Figma prototype, over 8 weeks.

Involv, Adobe x Oxfam Creative Jam — *Lead Designer*
AUGUST 2020

Created a hi-fidelity, 15 screen prototype of a conscious shopping app in 3 days, along with a product designer and illustrator, on Adobe XD.

Quik Aid, MIT Studio — *Industrial Designer*
FEBRUARY 2020 – MARCH 2020

Led the design of a modular first-aid kit with a team of 10 management, engineering and industrial design students which resulted in a business pitch and a prototype.

EDUCATION

Rhode Island School of Design
BFA Industrial Design (STEM)
SEPTEMBER 2016 – MAY 2020
Focus - Product Design, UI/UX

SKILLS

Digital Prototyping
Figma, Adobe XD, InVision, Sketch, Balsamiq

Design
Illustration, Graphic Design, Branding, Adobe CC, Strategy and Ideation, Rhino, Keyshot

Research
Field Study, Surveys, Interviews, Focus Groups, Usability Testing, A/B Testing, Personas, Journey Maps

Collaboration
Scrum / Agile, Trello, Keynote, Communicative, Self-Starter, Detail Oriented

RECOGNITION

Adobe x Oxfam Creative Jam
Finalist out of 97 teams

Applied 2020 Program
Best presentation, Recognition for Best Visual and UX Design

Rhode Island School of Design
Industrial Design Senior Exhibition, RISD Portfolios Showcase