Mihir Taksale

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EDUCATION

MIT World Peace University, Pune, India   2020-2024

Bachelor of Design, User Experience Design   CGPA: 9.42/10

Relevant Courses: Usability Testing; UX Writing; Design Research; AI and Innovation; Emerging Trends in UX; Information Architecture; Scenarios and User Requirements; Wireframing.

WORK EXPERIENCE

Colgate Palmolive Ltd, IN   *Jan- 2024 – Oct- 2024*
User Experience Design Intern

- Led the redesign of a critical enterprise application, enhancing its functionality and improving the user experience.
- Superheaded the design and development of component libraries and design systems to ensure design consistency across platforms.
- Authored guidelines to standardize internal design practices.
- Provided strategic design feedback and contributed to decision making in collaborative projects with vendor partners, ensuring alignment with the organization's design vision and objective.
- Conducted design workshops to elevate awareness of user experience principles.

Leazkart Co, IN   *July-2022 – Aug-2022*
User Experience Design Intern

- Led UX research for a D2C vehicle leasing app, conducting competitor analysis and user interviews.
- Designed and developed a comprehensive component library for IU consistency.
- Crafted intuitive interaction designs and user interfaces, utilizing A/B testing to refine user centric solutions aligned with product goals.
- Developed a fully functional, clickable prototype to visualise the end product and provide clear guidance for developers, ensuring alignment with the envisioned user experience.

Freelance Work   *May-2021 – Oct-2021*
Communication Design

- Curated a targeted social media campaign for online music concerts, enhancing visibility and audience engagement
- Designed visually compelling media assets, including banners and social media graphics, to enhance the effectiveness of promotional efforts.
- Produced and edited dynamic video content for campaigns ensuring alignment with branding and driving audience interaction.
- Developed event specific promotional materials, such as email campaigns and landing pages to boost participation and ticket sales.

PROJECTS
                                    2022 (Third Year of College)

- Educatsy

(Sex Education Impartment Platform):

Designed an innovative ed-tech app delivering comprehensive sex education to teenagers, featuring curated courses, doctor consultations, and an interactive chatbot for personalized guidance.

Tune-Up   2023 (Fourth Year of College)

(Experiential Music Learning Application)

Developed a music learning app using multimodal learning and gamification to create an engaging educational experience for teenagers.

LEADERSHIP AND COLLABORATION

- Head of Design Department for MIT-WPU XPO 2023: Led design strategy and execution for the event, managing a multidisciplinary team.
- Best Designer Award VMUN: Recognized for creativity and innovation in design for the Model United Nations Conference

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SKILLS

- Software: Figma, Miro, Adobe Illustrator, Adobe Illustrator, Adobe Photoshop, Logic Pro, Final Cut Pro, Origami, Sketch, Autodesk 360, Notion.
- Design: User Research, Design Research, Interaction Design, Strategy Development, Visual Design, Prototyping, Stakeholder Analysis, UX Audit, Usability Testing, Product Management, Branding, Content Design.
- Soft Skills: Empathy, Curiosity, Collaboration, Communication, Problem Solving, Adaptability, Critical Thinking, Time Management.