



MRUNMAI KHUMKAR (PRODUCT + VISUAL DESIGNER)

www.mrunmaidesigns.com

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I craft visual stories that weave together everyday experiences, culture, and human connections. My approach is deeply rooted in research, allowing me to bridge brand values with user experiences in a way that feels intuitive and meaningful.

Inspired by the nuances of travel, people, and the narratives they carry, I translate these influences into engaging and immersive design experiences. By blending insights from diverse disciplines, I create interfaces that not only function seamlessly but also leave a lasting impression.

SKILLS

DESIGN

Visual Design
UX Design
UI Prototyping
Illustration
Art direction

SOFTWARES

Figma
Adobe Creative Suite
Notion
Da Vinci Resolve
Procreate

ANALOGUE

Sketching
Photography
Videography & editing
Pottery
Creative Writing

EXPERIENCE

M&C SAATCHI FEBRUARY (advertising agency) Product + Visual designer (Jan '24 - Oct '24)

Worked on the end-to-end design of the agency's website for my graduation project, drawing inspiration from Shahpur Jat's graffiti culture with custom illustrations and micro-animations. Designed social media assets, packaging, and print materials for Oteria, a skincare brand, and contributed to the campaign launch of a whisky brand, assisting in design and film production.

HOUSE OF HOONAR (sustainable textile brand) Brand designer (Freelance)

Collaborated with Shweta Singh, founder of House of Hoonar, to establish her sustainable textile brand. Conducted market research, developed branding, designed the logo, social media assets, and export-friendly packaging, ensuring a cohesive identity with global appeal.

LIQVD ASIA (advertising agency) Visual designer (May '23 - Jul '23)

Designed social media assets and campaign materials for Parle, including a kiosk for the Sony Giant Wheel Festival. Contributed to ICICI Bank's website UI redesign, enhancing user experience. Also created design assets for Vega, Asian Paints, and participated in Creambell's special edition launch pitch.

SHAKE IT OFF (fast food restaurant) Visual designer (Freelance)

Created trend-driven social media visuals, using memes and quirky content to highlight the brand's fun identity. Showcased unique flavors while ensuring consistency and boosting engagement across platforms.

NITYA SEVA SOCIETY (non-profit organization) Summer camp counselor (Apr '22 - Jul '22)

Co-organized 'Khushiyon Ki Khidki', fostering creativity and learning through art, storytelling, science experiments, and career counseling, empowering children to explore their potential.

CONTACT

+91 8010066088

EMAIL

heyrunmai@gmail.com

EDUCATION

BACHELOR'S OF DESIGN in Communication Design (2020 - 2024)

National Institute of Design, India