

# Mrunali Ogriwala

Product Designer

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## EXPERIENCE

### Tekion Corp

**Product Designer 2** • Apr 2026 - Present

**Main Projects:** Lead Assignment Logs, Lead Assignment Rule Redesign, Conversational AI workflows (Tekion's native AI - T1), Conversational AI CRM Widgets

**Impact:** Assignment logs to reduce support ticket by 90%, assignment rule redesign for better clarity and address missing workflows, AI-native conversational workspace - a dealership facing product dealership users day-to-day workflow and requests.

**Product Designer 1** • Apr 2024 - Mar 2026

**Main Projects:** Enterprise CRM, Contact Auto De-duplication, Advanced Appointment Scheduling, Notification Framework, Design Audits

**Impact:** Extended CRM with enterprise capabilities, to onboard larger dealership groups, ML-powered de-duplication to reduce manual merging, appointment scheduling with more robust, intelligent logic.

**Associate Product Designer** • Nov 2021 - Mar 2024

**Main Projects:** Automotive CRM - Lead Forms, Appointment Workflows, 0→1 Lead Assignment Rule

**Impact:** Part of CRM workflows that transition from lead management to a full CRM experience, now used across 1000+ dealerships, streamlined appointment flow for efficiency and ease, lead assignment rule to support automated routing.

### Accel Partners

**Design Intern** • Aug 2020

Conducted user interviews and designed a communication platform, improving collaboration and information sharing among founders.

### Gemius Design Studio

**Client Servicing Manager** • Mar 2019 - May 2019

Strategized and managed creative content for portfolio companies including Badshah Masala, Raisin, and Genius Stationery.

### Pocket Pixel

**Design Intern** • Aug 2018 - Oct 2018

Planned and designed social media content for Pocket Pixels and its product company, CreativeHub.

## EDUCATION

Srishti Institute of Art, Design & Technology (2019-2021)

M.Des in Design-led Innovation

G H Patel College of Engineering & Technology (2013-2017)

B.E. in Computer Science

## SKILLS

### Product & Design

Product Thinking, Interaction Design, Information Architecture, UX Research, Usability Testing, Journey Mapping, Wireframing & Prototyping

### Strategy & Collaboration

Strategic Thinking, Problem Solving, Decision Making, Cross-functional Collaboration, Stakeholder Management, Communication & Storytelling

### AI & Emerging Workflows

AI-assisted research, AI for prototyping & UX Writing, AI-Augmented Design Workflows

## OTHER DESIGN PROJECTS

Dec 2020 - May 2021

Philips Service Design Challenge

Jan 2021 - May 2021

Global Studio Collaborative

Oct 2020

Design Jam by D91 Labs

Oct 2020

Design Hackathon by Valuelabs