

# MRINAL JADHAV

+551-328-1866 · [mrinal.r.jadhav@gmail.com](mailto:mrinal.r.jadhav@gmail.com) · [Portfolio](#) · [LinkedIn](#)

## EDUCATION

**Parsons School of Design, The New School**, M.S. Strategic Design and Management  
New York, USA | Expected May 2025 | GPA - 4

**National Institute of Fashion Technology**, B.Des. Fashion and Lifestyle Accessory Design  
Bangalore, India | 2022 | GPA- 3.62

## EXPERIENCE

**Go Native LLP** (*Conscious Living Lifestyle Store and Restaurant*), Bangalore, India.

**Design Executive**, June 2022 - July 2023.

- Organized monthly pop-ups; responsible for developing a social media strategy, resulting in a **30% increase in online engagement**; curated and **onboarded 25+ new brands**; oversaw its execution, leading to a **15% rise in customer footfall** and increased brand visibility.
- Designed product collections, **product packaging for 40+ products and 25+ gift hampers**.
- Formed strategic partnerships with three key manufacturers, resulting in an improvement in product quality, and **reducing lead times by 15%**.
- Collaborated with cross-functional teams to design a diverse range of communications materials, such as posters, flyers, catalogs, newsletters, menu cards, and content for the retail store, restaurant, website, and social media handles, producing approximately **20+ communication pieces** monthly.

**One4DesignWorks** (*Export House*), Faridabad, India.

**Lifestyle Accessory Design Intern**, January 2022 - April 2022.

- Led design and research for home decor brands - Anthropology, Crate and Barrel, Serein Decor, Mkraft, and Ornate Homes.
- Conceptualized a comprehensive brand image and strategy for the sub-brand, Sarang&Ankita; successfully executed the design and research for their first **furniture collection, consisting of 5 unique pieces**.

**Gulmohar Spaces** (*Interior Design Brand*), Bangalore, India.

**Interior Design Intern**, April 2021 - June 2021.

- Developed floor plans, mood boards, 3D renders, and project **technical drawings for 2 housing projects**, showcasing the ability to meet tight deadlines and seamlessly navigate design alterations.
- Scheduled and **engaged in 2 client meetings, briefings, and 3 site visits**, contributing to a more thorough understanding of project requirements.

**Kaaro** (*Handcrafted Jewelry Brand*), Bangalore, India.

**Co-Founder**, January 2020 - December 2022.

- Created and executed the brand identity and strategy, resulting in an **increase in brand recognition with 10 pop-ups, 5 media features and 10+ brand collaborations**.
- Ideated and developed **200+ pieces** of unique handcrafted jewelry.
- Planned and created compelling content for the social media page, leading to a **30% boost in online engagement** and the brand's digital presence expansion.
- Managed brand operations, including sourcing, inventory, production, marketing, and logistics, leading to **1,500+ sales PAN India**.

## SKILLS

User Research, Design Strategy, Critical Thinking, User Experience (UX), User Interface (UI), Communication Design, Brand Strategy, Project Management, Prototyping and User Testing.

## TOOLS

Adobe InDesign, Adobe XD, Adobe Illustrator, Adobe Photoshop, Autodesk Fusion 360, Autodesk AutoCAD, Blender 3D, Figma, Google Suite, Miro, Mural, Microsoft Office.