mrinalnid10@gmail.com
🇮🇳+91-9820601866

Bē https://www.behance.net/MrinalSharma
linkedin.com/in/mrinalkumarsharma/
https://patents.justia.com/inventor/mrinal-kumar-sharma

Mrinal Sharma

Designer ✦ Innovator ✦ Mentor

Ten years ago, I was an intern learning designing experiences at Adobe. Today I'm leading design at Microsoft for millions of enterprise customers, building things that I'm genuinely excited about. I felt it was time to explore new paths and share a bit of my journey.

If we haven't met yet, hiii 👋 I'm Mrinal — and here's a glimpse into my design journey.

Professional Experience

Microsoft | Senior Product Designer | Copilot

Jan 2022-Present

AI & Brand Experience - Copilot, Designer, Powerpoint

- **Led AI-powered brand experiences for Microsoft365.com** (Copilot) on desktop web, **serving 250M+ enterprise users**, improving branded content generation and engagement.
- Set the **north-star vision for brand creation in Word, PowerPoint, and Copilot, defining new AI models, agentic workflows**, and **AI evaluation** patterns for consistent, high-quality branded outputs.
- **Shipped Copilot's first visual creation** AI experience on mobile web, resulting in a **7% increase in image generation** and improved user engagement.
- **Built Designer's next-gen AI pipeline** (Project Picasso), boosting design quality and implementing eval frameworks for brand adherence and visual coherence.
- Designed **new brand system patterns for Microsoft Fluent,** now used across legacy apps like PowerPoint, Word, and Copilot.
- Branded creation has generated **5M+ branded images in Copilot**, demonstrating strong adoption of new AI-powered brand experiences by enterprise customers.
- **Launched mobile-first collaborative AI prompt** workflow ("MadLibs"), **enabling 128K users to co-create new images for Designer on Mobile.**

Dream11 | Senior UX Manager

Sept 2021-Jan 2022

- **Lead & mentored** a team of designers across UX & UI teams to drive experiences across key workflows. (Community gameplay & Social leaderboard).
- **Incubated the first innovation lab at Dream11** for driving product innovations, new initiatives & experience around fantasy gaming.

Adobe | UX Designer 3 | Adobe PsX

June 2017-Aug 2021

- Led the end-to-end subscription (Monetization) experience for Photoshop Express (PSX) for mobile platforms. **By accomplishing the fastest 200K+ paid premium subscribers,** it had a huge business impact.
- Led the end-to-end bottom bar experience (Large-scale project) in PsX for all cohorts of user's in collaboration with product, business, data science, research, and engineering. **This led to increase in the positive feedbacks among users on Appstore**. Also **reducing the drop-off rates by 8% in editor, it had a huge business impact**.
- Led the **PsX product's visual content strategy and design execution,** collaborating closely with graphic vendors in India and the US to elevate content quality. **Provided art direction** that improved content offerings, **contributing to app ratings rising from 4.2 to 4.6**, with positive user feedback on App Store/Play Store and **increased content sharing and downloads**.
- **Simplified the discovery & learning experience** for one of the most monetising features HSL in the app. **Resulted in maximising 8K+ more premium subscribers** with this overhaul in two months.

Reliance Jio | UX Design Manager | JioChat

Aug 2015-May 2017

- Collaborated with Jio vendors & design partners to leverage and evolve the Jio's new digital design language across platforms.
- Played a pivotal role as the lead UX designer, setting the groundwork for JioChat's visual quality & scaling UX design team.

Housing.com | UX Design

Feb 2015-July 2015

- Designed multiple high-quality rental features for one of the largest real estate e-commerce platforms & drove 3% meaningful impact to business rental funnel.

Adobe | UX Design Intern

June 2014-Dec 2014

- Worked with Adobe Illustrator to develop a early blue sky design experience to UX specs and quality UI design around infographic creation. Unifying product goals & vision in the longer term.
- **Created a short animation game & experience** for Adobe flash team by working with cross-functional partners. The project was presented in one of the Adobe Max sessions in Oct 2014 (Los Angeles).

Education

Masters in Design (M.Des) / Product Design / 2012-14
National Institute of Design (NID)
Ahmedabad, India
JUNE 2012 - MAY 2014

Bachelors in Design (B.Des) / Product Design / 2007-11
National Institute of Fashion Technology (NIFT)
Chennai, India
JUNE 2007 - MAY 2011

Skills

AI Experience, Design strategy, Agentic workflows, Model-forward experiences, AI Evals, Generative AI strategy, Product experience, Product innovation, UI, UX, AI experiences, Visual design, User research & plan, Information architecture, Interactive prototyping, Wireframes, Accessibility, System-thinking, Design systems, Storytelling, Data analytics, A/B testing, Problem solving,

Inventor 46 U.S Utility Patents

I've spent years learning, experimenting, and designing with emerging technologies to solve tough problems for people and products—and along the way, some of those ideas became technology patents.

Distinguished Inventor-11 Patents @Adobe

Recipient for the **highest number of Utility Patents** issued to a designer **across 250+ team of designers** across Adobe design worldwide for driving product innovations. Contributed innovations across Adobe's legacy products like PSX, Photoshop, Illustrator, Indesign, Marketo & Magento.

- U.S, Patent application 11562488, "Image content snapping guidelines, "January 24, 2023 (Grant)"
- U.S, Patent application 11341690, "Providing color manipulation tools dynamically customized based on image content, "May 24, 2022 (Grant)"
- U.S, Patent application 11270485, "Automatic positioning of textual content within digital images, "March 8, 2022 (Grant)"
- U.S, Patent application 11907338, "Retrieving images that correspond to a target subject matter within a target context, "February 20, 2024 (Grant)"
- **+7 more U.S. Patents**

Inventor -35 Patents

Generative AI Innovations for products like Microsoft Designer, Outlook, Video stream, Whiteboard, Microsoft edge, Copilot & Microsoft Teams. Innovations planned to ship in coming versions of Microsoft 365 apps.

Recipient for the **highest number of Utility Patents** issued to a product designer **across 400+ team of designers across Microsoft worldwide.**

- U.S, Patent application 20240144443, "Automatic Text Legibility Improvement within Graphic Designs, "May 2, 2024" (Grant)
- U.S, Patent application 20230412734, "Disrupted Speech Management for a meeting scenario, "December 21, 2023" (Filed)
- U.S, Patent application 20230370653, "Streaming Video with Variable Frame Quality, "November 16, 2023" (Filed)
- U.S, Patent application 11778280, "Geolocation-specific subtitle Generation "October 3, 2023" (Filed)
- **+31 more U.S. Patents**

💜 10 yrs of dedication distilled into this resume—a glimpse into a journey worth a moment of your attention