

Miti Kotak

Product Designer

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Work Experience

Delivery Hero, Berlin

Product Designer

March 2022 - Present

- I currently work on the Rider App in the delivery flow domain
- Implemented NFC-enabled card for delivery payment, replacing expensive POS machines
- Enhanced order detail visibility during pickup to reduce wrong order pickups by riders
- Conducted research in four regions, involving 20 riders, to analyse the factors influencing their decision to accept or decline orders. As a result, we compiled a new backlog of features that are now ready to be worked on.

Fractal Ink Consultancy, Mumbai

Lead UX Designer

Apr 2020 - Jan 2022

Senior UX Designer

Apr 2019 - Mar 2020

UX Designer

Jan 2018 - Feb 2019

UX Design Intern

Oct 2017 - Dec 2017

- Banque Misr, Egypt: Led design and research for 3/6 banking products, simplifying banking for non-financially and digitally literate users. Additionally, I helped set up the banks Digital Factory and scaled design team from 4 to 15+ designers in 2.5 years.
- UAE Retail Bank: Explored the technical landscape and intricacies of their credit card application process, resulting in designing a comprehensive digital experience in Arabic and English.
- Bank of Kigali, Rwanda: Initiated revamp of corporate banking platform for 25,000 major corporates and SMEs across web and mobile. Additionally, I was involved in setting up the banks design chapter and assisted in hiring designers for the bank.

Quicksilver Associates, Chicago

Freelance Designer

Apr 2017 - Dec 2017

Design Intern

Jul 2016 - Feb 2017

- Created PowerPoint decks, infographics and various other marketing collaterals for clients like Accenture and McKinsey & Company.

Cliche Magazine

Design Intern

May 2016 - Aug 2016

- Designed fashion, beauty, entertainment and music spreads for the publication.

SOCIAL Sparkling Wine, Chicago

Graphic Design Intern

Sept 2015 - Nov 2015

- Designed the packaging for the brand's existing and upcoming flavours.

Education

DePaul University, Chicago

Sept 2012 - Nov 2015

B.A. in Public Relations and Advertising with a minor in Graphic Design

Skills

Design

Service blueprints
Empathy mapping
Information architecture
Wire framing
Prototyping
User flows
Visual design

Research & Testing

Competitive benchmarking
Heuristics analysis
Stakeholder interviews
User interviews
Persona creation
Usability testing
Data analysis
Card sorting
A/B testing

Tools

Figma
Adobe Suite
Sketch
Invision
Abstract
Zeplin
Marvel
Miro
Keynote
Microsoft office
Jira
Confluence

Language

English
Hindi
Gujrati