



## Amrita Pathania

Product Designer, IIT Roorkee

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## SOCIAL

[dribbble.com/apathania](https://dribbble.com/apathania)

[behance.net/apathaniad7a6](https://behance.net/apathaniad7a6)

[linkedin.com/in/amrita-pathania](https://linkedin.com/in/amrita-pathania)

[medium.com/@apathania](https://medium.com/@apathania)

## SKILLS

### Computer languages

HTML, CSS, JavaScript

### Tools

Figma, Illustrator, Photoshop, Aftereffects, Visual Studio Code, Microsoft Office Suite, and other Prototyping Tools.

### Design Courses

Interaction Design Foundation (IDF) courses

1. Design Thinking: The Beginner's Guide
2. Human-Computer Interaction - HCI
3. User Research Methods & Best Practices
4. User Experience: The Beginner's Guide

## EDUCATION

IIT Roorkee - Bachelor of Technology | Biotech| 2017-2021 | CGPA (8.129)

Intermediate (Class XII) | 2016-2017 | 93.4%

Matriculate (Class X) | 2014-2015 | CGPA (9.200)

## DESIGN EXPERIENCE (3+ YRS)

### Swiggy (Supr Daily)

Product Designer | June 2021-Present

Built a daily e-commerce platform, in grocery space, specifically contributing to formulating the user experience, majorly focused on managing the complete **supply chain design (the DE and the consumer app)**.

#### ◆ Delivery Executive App (DE App)

Leading the new, more reliable and scalable "DE app" from the ground up, earlier established on a basic third-party software. Was solely responsible right from researching and understanding the users pain point to a complete visual overhaul.

With the first version, average **delivery time** has reduced from **4.35 min to 3.20 min** per customer, Order Not Delivered (OND) has been reduced from **10.4% to 0.34%**, and customers getting the **call** has declined from **18% to 0.5%**.

As the consumer app is undergoing a complete rebrand, I am **working on refining the entire DE app**, giving it a fresher look, improving user experience, decreasing complexity, as well as creating an **app that aligns with the revised vision, new behaviours, needs, and delivery model associated with the new consumer app**.

#### ◆ New app- "Supr Daily" rebranded to "Insanely Good"

##### New App Research and Ideation

Participated in various customer immersion interviews and collaborated with the design team to identify four main JTBDs. Armed with this understanding of these goals, we could think about the nature of the users' core problems and needs from the "fresh" perspective for the product.

##### Address flow

Revamping the entire address flow experience to improve lat-long confidence, eventually enhancing the delivery experience that strengthens the new delivery model.

1. Solely revamped the "Landmark selection" and "Apartment search" experience to improve lat long confidence, enhancing the delivery experience. This increased the landmark **accuracy from 40% to 85% within 50m**.
2. Designed the "Delivery instructions and Door Image upload screen," **reducing wrong door delivery significantly by 28%**.

##### Product description page (PDP)

Created a product description page for all the top 3 categories of SKUs (Daily Veggies, Daily Fruits, and Exotic veggies/ fruits) for the new app. This page aims to bring out various aspect (touch, feel, taste, colour) that customers usually look for or associate with fresh.

## INTERNSHIPS

### F1 Design studioz

Visual Designer intern | June 2021-Present

Assisted in designing low fidelity and high fidelity wireframes for various B2C clients of the company

Worked on the F1 studio's acquisition of TinkerForm.

Assisted in formulating ideas & campaigns for social media projects.

### Tata Group

Product Design intern | May 4, 2020 - Aug 2, 2020

Worked on a live project with The Government of India for Jal Jeevan Mission (JJM).

Designed Wireframes, User Interface, Clickable Prototypes for JJM Implementation Mobile App.

Designed User-Friendly Experience for Web Dashboard of [iejalshakti.gov.in](http://iejalshakti.gov.in)

Designed avatars and Onboarding illustrations for JJM Implementation App and Citizen Engagement App.