



Amrita Pathania

Product Designer, IIT Roorkee

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SOCIAL

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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 (7.914)

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

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

DESIGN EXPERIENCE (3+ YRS)

Swiggy (Suprdaily)

Product Designer June 2021-Present)

Built a daily e-commerce platform, in the milk and 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)

- Building a 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
- The app is live for 98% DE PAN India with the reduction in the average **delivery time** from **4.35 mins to 3.20 mins** per customer.

Increasing the location confidence (Consumer app)

- 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 70%** within 50m.
- Designed the "Delivery instructions and Door Image upload screen," reducing wrong door delivery significantly by 28%

Collection page revamp (Consumer app)

- Revamped the merchandising collection page's design to match the existing design language across the platform.
- Led to 3.7% jump in ATC rate on collections page

Choreography & Dance Section, IITR

Graphic Designer & Executive Member
Jan 2018-Apr 2019 (1.3 yrs)

- Designed posters & banners for various events (Thomso, Cognizance, etc.) organized by the group.
- Determined the message & created illustrations, targeting various villages to address the child's critical needs.

Fashion Society, IITR

Lead Designer
Oct 2017 - Dec 2019 (2.2 yrs)

- Designed event banners, flyers, pamphlet used during various events of the society, such as Inter IIT Cultural Meet, WORTH Fashion show, Vogue.
- Designed costumes and costume props for male and female models participating in the event.

INTERNSHIPS

F1 Design studioz

Visual and Communication Design Intern
May 6, 2020 - Jun 3, 2020

- Worked on the F1 studio's acquisition of TinkerForm.
- Assisted in designing low fidelity and high fidelity wireframes for various B2C clients of the company.
- Assisted in formulating ideas & campaigns for social media projects.

Tata Strategic Management Group

Product Design Intern
May 4, 2020 - Aug 2, 2020 (12 weeks)

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

Forbes App Redesign

Sept, 2020

UX/UI Case Study : Re-imagining the UX of the Forbes App. This case study gives a detailed insight into my design process followed to redesign the Forbes app.

HiTi- a cab booking app

August, 2020

An app specifically designed for my home town Dharamshala. It let you choose a driver from a list of all those drivers who have accepted your ride request. Users can also save drivers as "Saved Drivers" to request them again directly.