



## Amrita Pathania

Product Designer, IIT Roorkee

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## SOCIAL

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

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[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 (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](http://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.