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Portfolio

My Approach

①

Research-based

Good design starts with a well-understood problem space. I maintain an inquisitive approach throughout the design cycle, using generative and evaluative research methods on an ongoing basis to understand the problem, ground designs in context, validate solutions, and evolve designs over time.

②

Community-minded

Design processes and outcomes have the capacity to empower individuals and support resilient communities. I bring a community-oriented approach to my work by centering user research, embracing community collaboration, designing to support user agency, and creating open tools, resources, and design artefacts.

③

Future-oriented

Design is future-making, in that it has a key role in defining the possibility spaces of our future. While designing, I'm mindful of the possibilities that are created, encouraged, and closed. Furthermore, I aim to make well-structured, modular, composable design artifacts that are resilient to future uses and changes.

④

Collaborative

Design is done best when it takes its technical and social contexts into account. I invite developers, stakeholders, and community members into the process by operating transparently and facilitating collaborative processes, so that together we can build robust, holistically-minded solutions.

⑤

Resourceful

No matter the context, I can get things done. Whether it's taking a project from 0 to 1, entering a new domain, or working in constrained contexts, I'm self-starting, adaptive, and eager to learn. I'm experienced in delivering quality designs in urgent contexts, maturing design teams and processes along the way.

⑥

Strategic

I'm strategy-minded, always orienting design initiatives toward larger organizational goals. To this end, I balance creativity and rationality in my design practice, grounding experimentation and discovery in structure and vision. This results in impact-oriented designs that support larger goals.

Pamono Vendor Portal

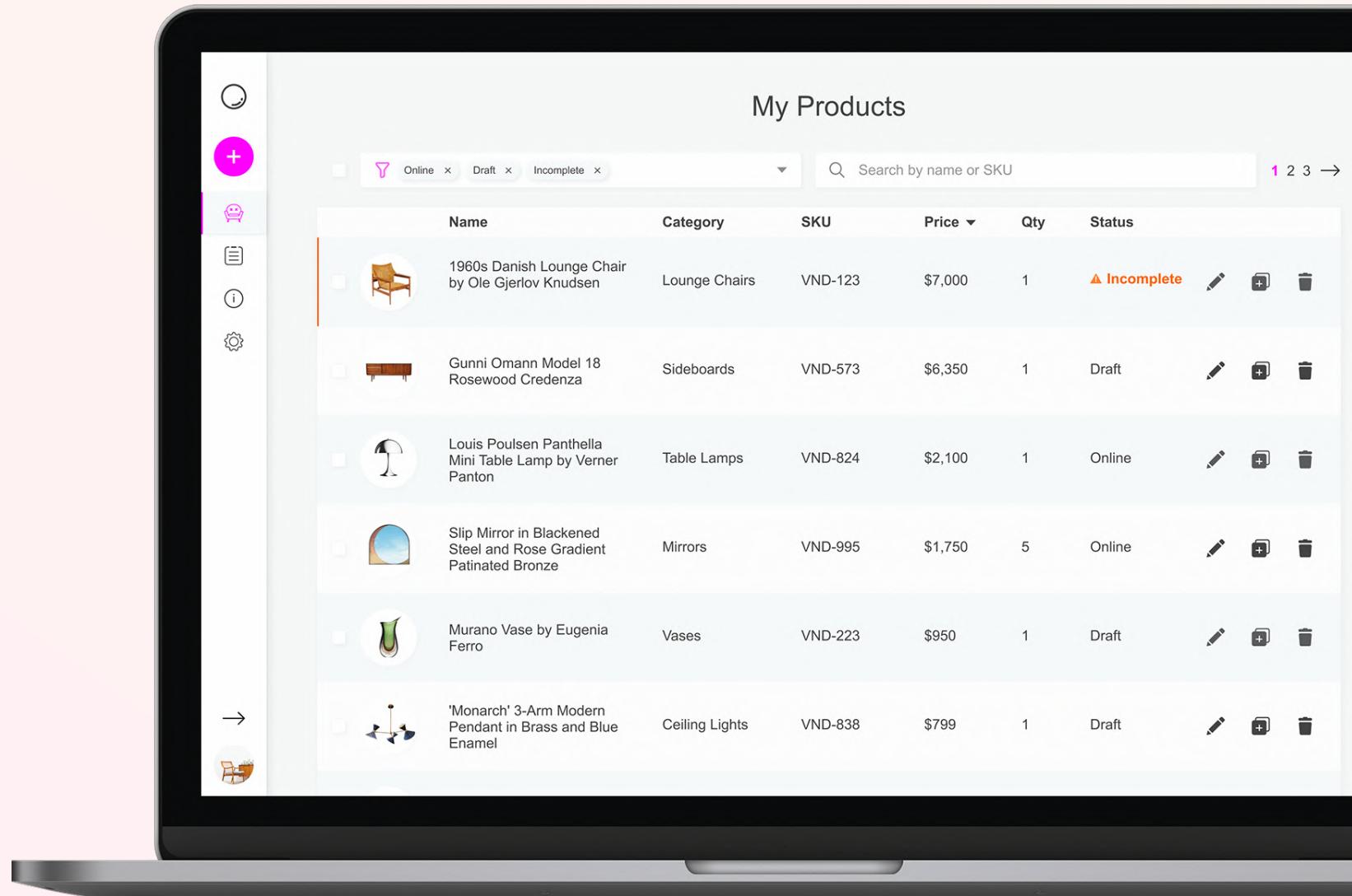
A rebuilt inventory management platform with big KPI impacts

TYPE B2B platform

ROLE UX Designer (team of 1)

BACKGROUND Pamono is an e-commerce marketplace for furniture. Historically, the customer-facing website took priority, and the Vendor Portal stayed a minimal viable product. As increasing inventory became a key company growth strategy, the Vendor Portal needed to mature to better support vendors in inventory management.

GOAL Provide vendors with an efficient, enjoyable inventory management process that invites them to upload products, improves the product approval workflow, and allows for increased inventory.



Getting on the same page with a UX audit

I collaborated with Content and Sourcing teams to review existing user research and identify key problem areas in the product upload workflow. I also conducted a UX review of the Vendor Portal, flagging key areas for improvement to the flows and UI.

One of the biggest problems that we identified was that product acceptance criteria wasn't reflected in the product upload flow, leading to vendor confusion and costly back-and-forth between vendors and content managers.

Drafting new proposals

I drafted revised flows and wireframes that took product criteria into account. A key component of this was progressive disclosure of form fields. For example, a vendor uploading a lamp would be asked about voltage; a vendor uploading a sideboard would not. I also incorporated front-end validation to catch unacceptable answers before product submission, and grouped content semantically to decrease cognitive load.

New Product

Let's add some photos!

Products with more photos sell.

Add Image

Name

Description

This wireframe shows the original product upload process. It features a large, flat form at the top with the heading 'New Product' and a sub-instruction 'Let's add some photos!' followed by the subtext 'Products with more photos sell.' Below this is a prominent 'Add Image' button. The main form area contains two input fields: 'Name' and 'Description', each accompanied by a question mark icon for help. The entire form is set against a light gray background.

Original product upload page, a one-size-fits all form without guidelines or feedback

PAMONQ Vendor Portal

Products

Orders

Help

Settings

New Product

Inventory Basics Description Physical Properties Submit

Materials*

Type or select one or more options

Colors*

Type or select one or more options

Weight Range*

This wireframe illustrates the proposed improvements. On the left, a sidebar menu lists 'Products' (selected), 'Orders', 'Help', and 'Settings'. The main content area is titled 'New Product' and includes tabs for 'Inventory Basics', 'Description', 'Physical Properties', and 'Submit'. A horizontal progress bar with four dots indicates the current step: 'Inventory Basics' (filled), 'Description' (filled), 'Physical Properties' (outline), and 'Submit' (outline). Below these tabs are three grouped input fields: 'Materials*' (with a dropdown placeholder 'Type or select one or more options'), 'Colors*' (with a dropdown placeholder 'Type or select one or more options'), and 'Weight Range*' (with a dropdown placeholder 'Type or select one or more options').

Proposed wireframes, with semantically-grouped content and progressive disclosure

Crafting a design system

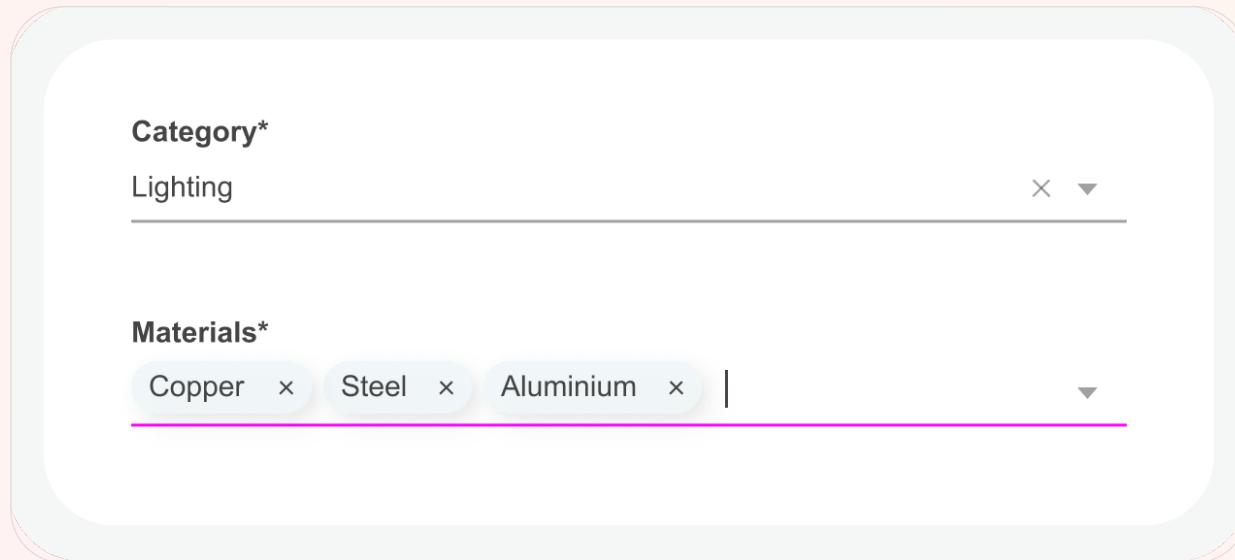
I fleshed out the details of the new designs, defining full details of the flows and building a new design system. I collaborated closely with the developers at this stage, working to understand technical possibilities and incorporate their preferences.

I also paid special attention to the mobile experience. Vendors reported that they often uploaded products while in their warehouses, and being able to comfortably complete the process on a mobile device would be a big help.

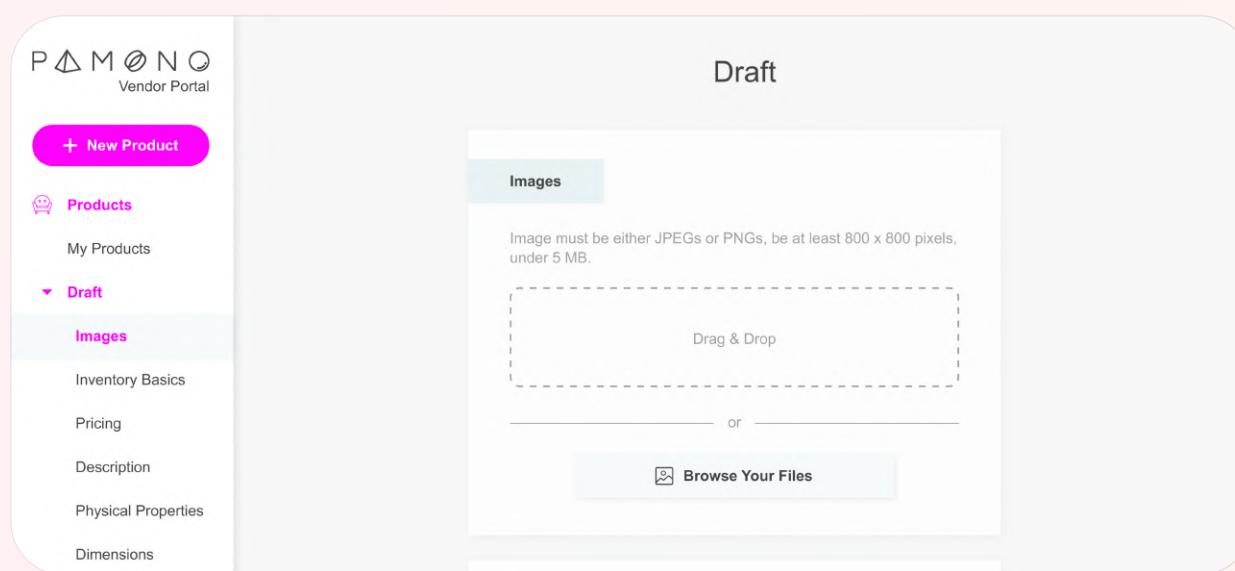
Testing with vendors

We conducted user tests with a handful of vendors across regions and product specialties. I wrote the tests and worked with the Sourcing team to conduct the tests and synthesize the results.

Overall, vendors were excited about the direction we were going in. One of the biggest changes was to the form layout. We tested a multi-step form, but vendors often uploaded products on multiple online platforms at once, and found jumping around the multi-step form cumbersome. Based on this feedback, we moved to a single page form with section anchor links in the navigation.



Sample components in the design system, which used patterns, affordances, and active states



After testing, we went back to single page layout with section anchor links in the nav

Happy vendors & record-breaking KPIs

I developed the plan to track the impact of the new Vendor Portal, defining KPIs, coordinating reporting, and conducting a post-release survey. The results were overwhelmingly positive, and KPI targets were exceeded for the first time.

-29%

AVERAGE TIME TO
UPLOAD A NEW
PRODUCT

-61%

AVERAGE TIME TO
EDIT AN EXISTING
PRODUCT

+28%

PRODUCT EDITS/
HOUR BY CONTENT
EDITORS

+6.3%

PERCENT OF
PRODUCTS
APPROVED

86%

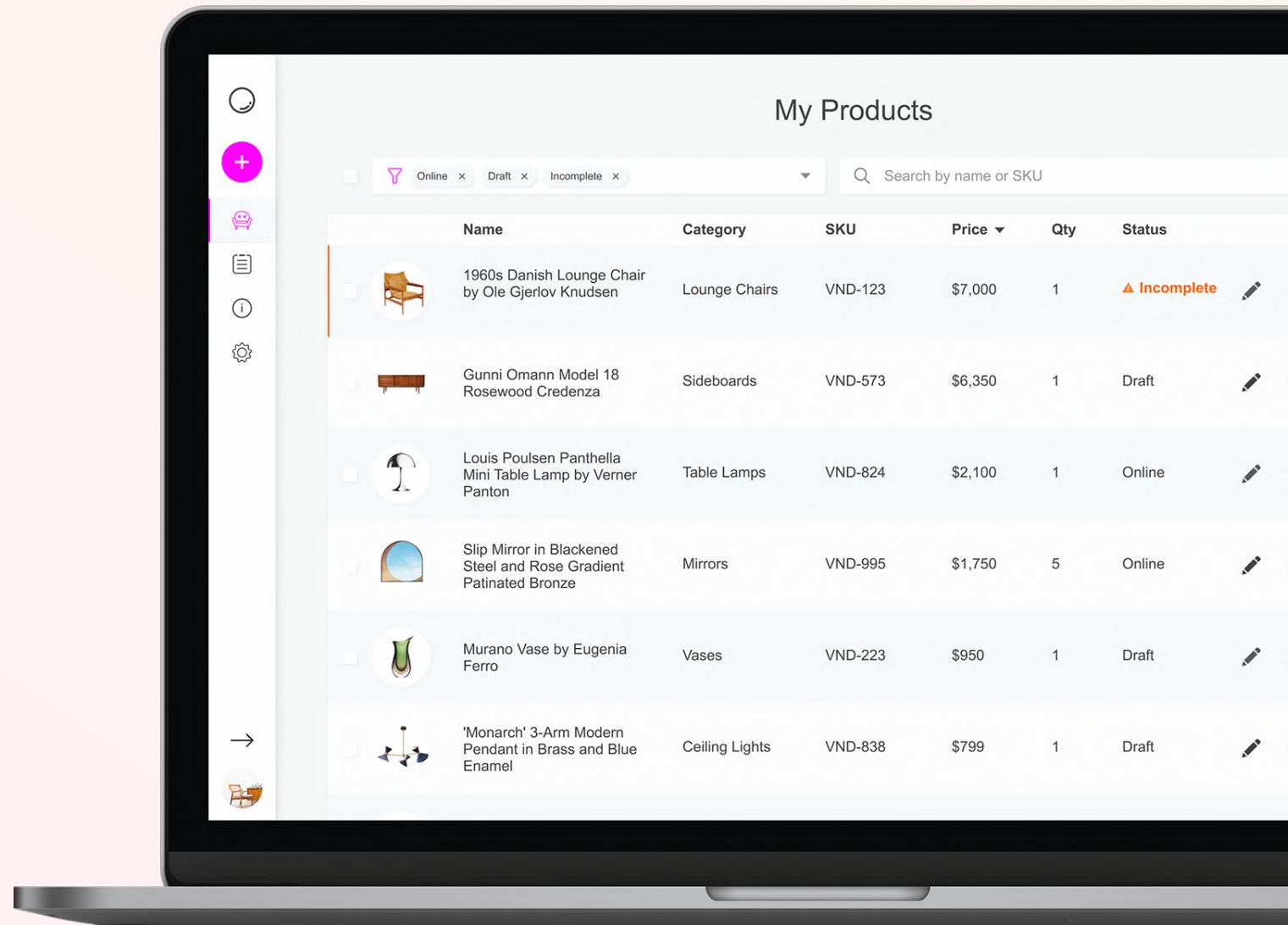
SURVEYED VENDORS
WHO GAVE ENTIRELY
POSITIVE FEEDBACK

5x

INCREASE
IN MOBILE
SESSIONS

“I have uploaded products on quite a few websites and yours is the easiest and most convenient I’ve ever seen. Well done!”

— SURVEYED VENDOR



The image shows a tablet and a smartphone displaying the Pamono Vendor Portal's Product Overview Page. The page is titled "My Products" and lists six items in a table format. The items are:

Name	Category	SKU	Price	Qty	Status
1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Incomplete
Gunni Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft
Louis Poulsen Panthella Mini Table Lamp by Verner Panton	Table Lamps	VND-824	\$2,100	1	Online
Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze	Mirrors	VND-995	\$1,750	5	Online
Murano Vase by Eugenia Ferro	Vases	VND-223	\$950	1	Draft
'Monarch' 3-Arm Modern Pendant in Brass and Blue Enamel	Ceiling Lights	VND-838	\$799	1	Draft

The tablet screen also shows a sidebar with icons for Home, Products, Orders, Support, and Settings. The smartphone screen shows a mobile version of the same product list, with a pink plus sign icon in the bottom right corner.

The image shows a desktop monitor and a smartphone side-by-side, both displaying the Pamono Vendor Portal's product overview page.

Monitor Display (Desktop View):

- Header:** PAMONO Vendor Portal
- Left Sidebar:**
 - + New Product
 - Products**
 - My Products
 - Draft (selected)
 - Images
 - Inventory Basics
 - Pricing
 - Description
 - Physical Properties
 - Dimensions
 - Orders
 - Support
 - ← Collapse
 - Modernisten
 - Log Out
- Main Content Area:**
 - Images**

Image must be either JPEGs or PNGs, be at least 800 x 800 pixels, under 5 MB.

Drag & Drop

or

Browse Your Files
 - Inventory Basics**

Item Name*
For example, "DAX Armchair by Charles & Ray Eames for Vitra"
Type here 0 / 200

Category*
Type or select an option

PAMONO Vendor Portal

+ New Product

Products

- My Products
- 1960s Danish Lou...

Orders

Support

Settings

Collapse

Modernisten Log Out

1960s Danish Lounge Chair by Ole Gjerlov Knudsen

Images

Edit Images

Inventory Basics

Item Name	1960s Danish Lounge Chair by Ole Gjerlov Knudsen
Category	Lounge Chairs
Single item or set?	Single item
Stock Quantity	1

pmmono.com

Modernisten Log out

Images

Edit Images

Inventory Basics

Item Name*	1960s Danish Lounge Chair by Ole Gjerlov
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Products Orders Support Settings

Solargenius

An award-winning platform
for residential solar panels

TYPE IoT platform

ROLE UX Designer (team of 1)

BACKGROUND Auxolar is a residential solar panel manufacturer. As their hardware was coming to market, they decided to build a complementary web app. The platform, which would be accessible to property managers, tenants, and Auxolar administrators, would enable project configuration, system monitoring, and energy insights.

GOAL Develop a clear, meaningful, and user-friendly platform to configure projects, monitor hardware, educate users, and support pioneering behavior change in residential energy generation and consumption.



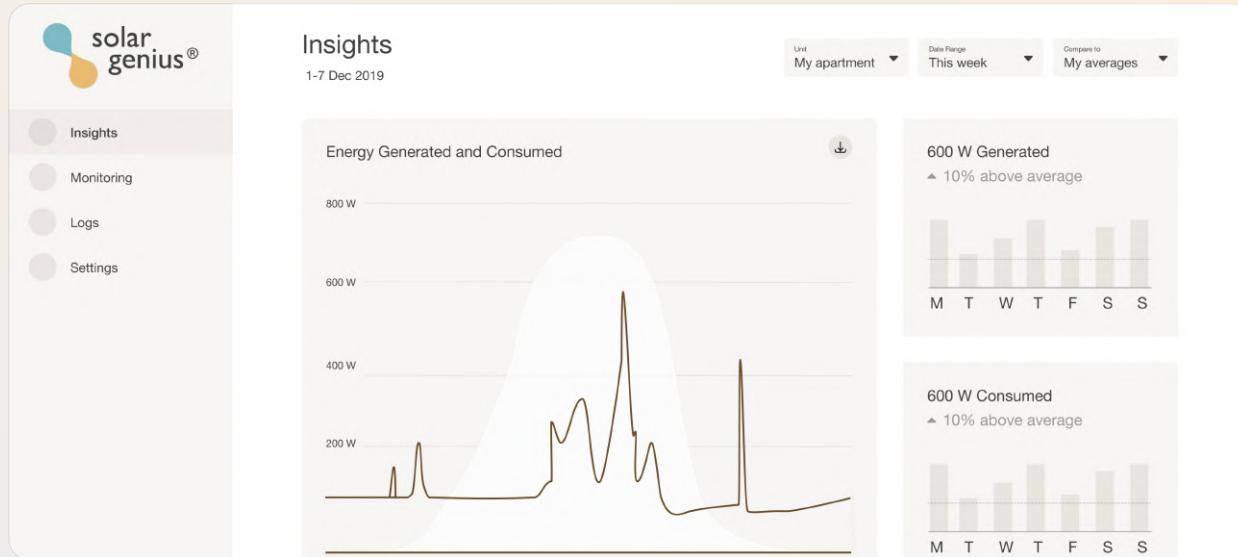
Clarifying product goals & network topology

I met with the product and engineering teams to get a clear sense of the product goals and user needs. It was clear that administrative roles should be able to configure projects and monitor live systems, and all users should be able to see the impacts of energy generation. What that meant concretely was still open to exploration.

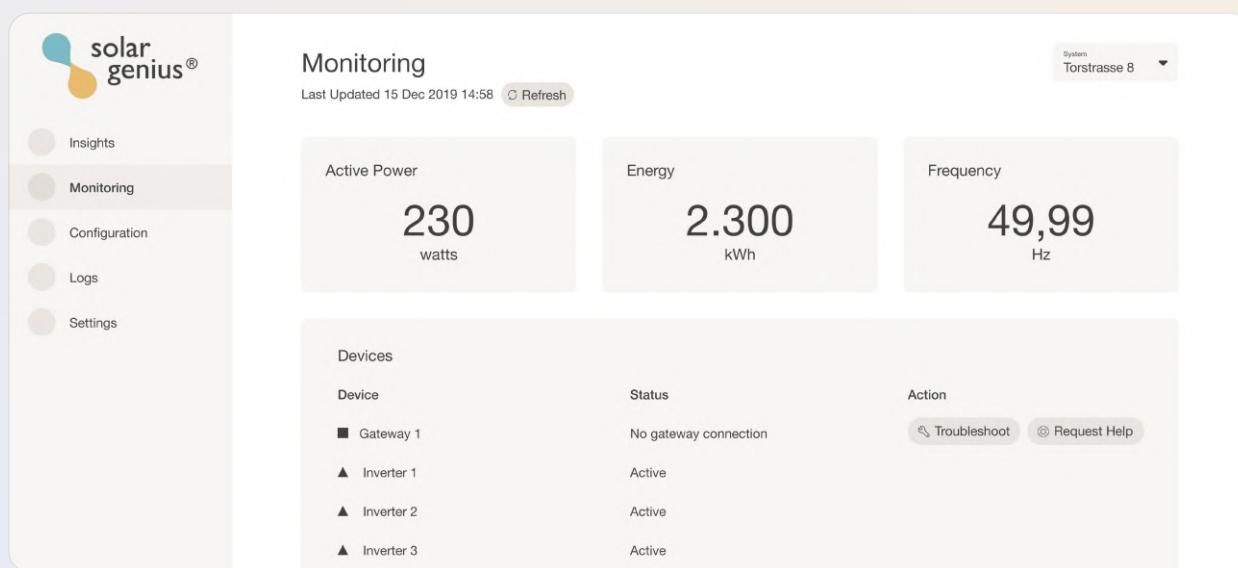
I was also introduced to the hardware systems so that I could understand what data was available and potential points of failure.

Proposed structure based on jobs-to-be-done

I proposed a web app structure, drafting flows and wireframes to illustrate. The designs were rooted in a jobs-to-be-done framework, splitting out longitudinal and real-time data into insights and monitoring dashboards, respectively. I also made sure that designs could adapt well to different user permissions and data availability. We reviewed these proposals as a group, making sure they were technically realistic and aligned with the product vision.



Insights dashboard, which used longitudinal data to demonstrate impacts of the solar panels



Monitoring dashboard, which used real-time data for system monitoring and troubleshooting

High fidelity details: data visualization & dark mode UI

With the wireframes agreed on, I fleshed out the details, defining all cases of the user flows, drafting high-fidelity screens, and developing a working design system.

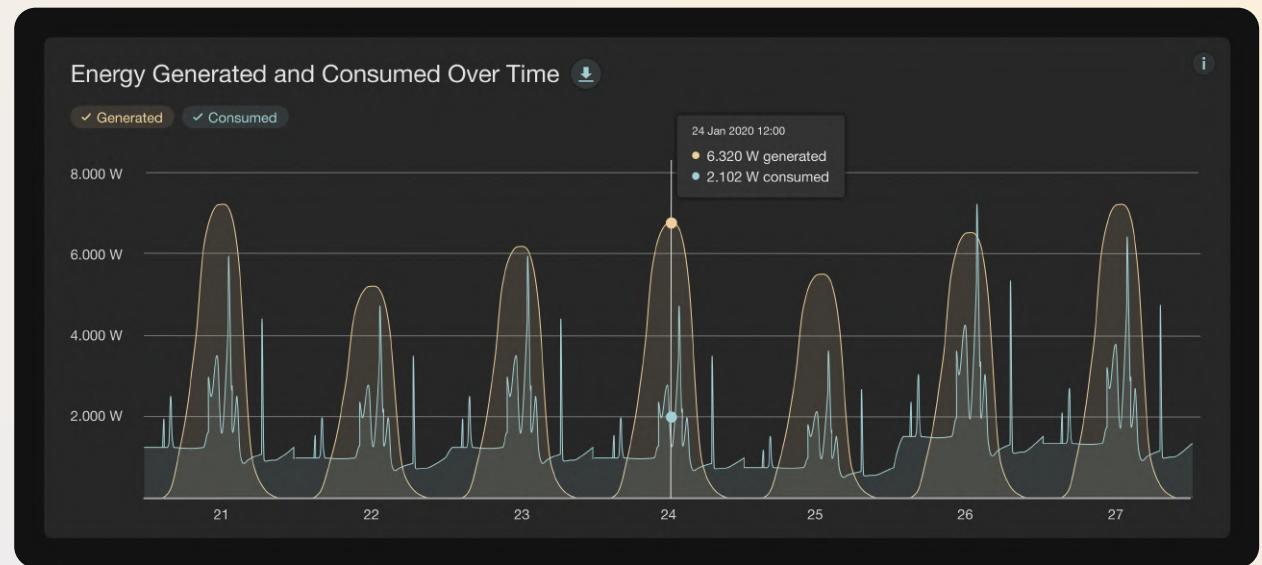
I paid special attention to data visualization best practices at this stage, embracing techniques to support pre-attentive processing and considering responsive behavior of complex graphs.

I also paid special attention to the dark mode UI, working with surface elevations, shadows, and contrast to create a cohesive environment.

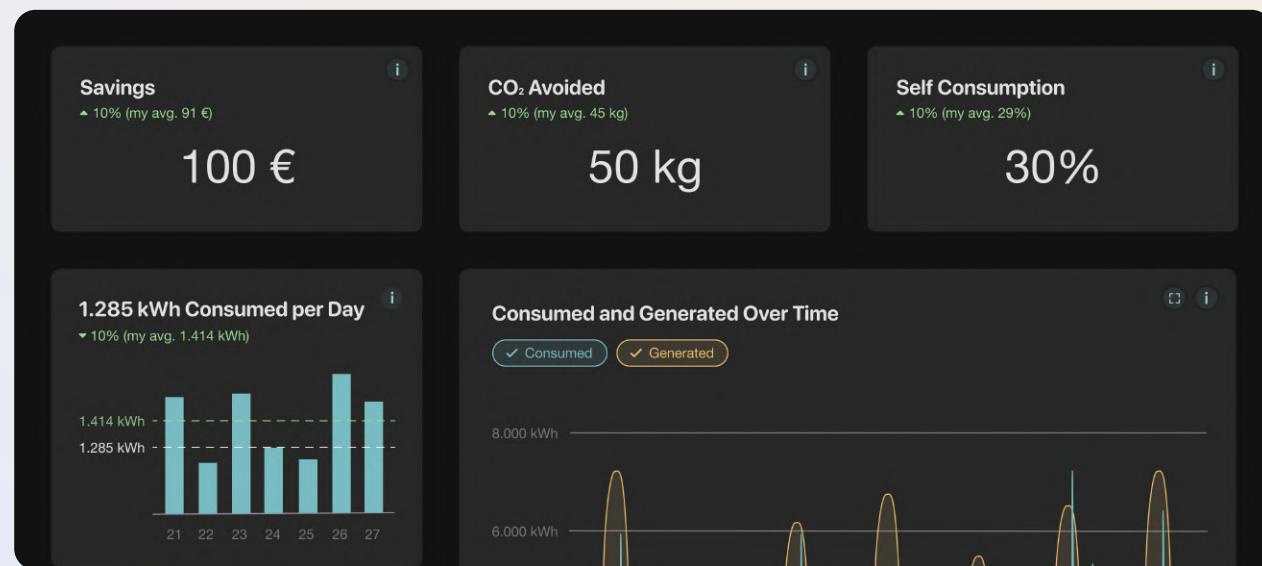
Testing with tenants

We conducted user tests to validate the proposed designs, focusing on the tenant experience. I wrote the tests, then conducted them and synthesized the results in collaboration with the product manager.

Based on the feedback we received, we adjusted the insights dashboard layout to lead with impact metrics, like savings, followed by longitudinal data details. We also improved data tile legibility and clarified language around data storage.



Sample data tile which maximized the data-ink ratio and showed details on hover



Post-testing dashboard, which led with impact-oriented stats and was tweaked for legibility

An innovative way to engage with energy

Solargenius was rolled out as a part of a pilot program for property managers in the Berlin area. In 2021, it was awarded the *Innovative Anwendung Award*¹ by the *Wettbewerb für Solarcity-Initiativen*² in Berlin.

“Novel and with a high potential for scalability”

“Positive economic and social impact: democratization of the energy transition”

— WETTBEWERB FÜR
SOLARCITY-INITIATIVEN



¹ Innovative Application Award

² Competition for Solarcity Initiatives

SOLARGENIUS
INSIGHTS DASHBOARD

Insights
21-27 Jan 2020

Date Range: Last 7 Days | Compare to: My Average | Download

Savings
▲ 10% (my avg. 91 €)
100 €

CO₂ Avoided
▲ 10% (my avg. 45 kg)
50 kg

Self Consumption
▲ 10% (my avg. 29%)
30%

1.285 kWh Consumed per Day
▼ 10% (my avg. 1.414 kWh)
1.414 kWh
1.285 kWh
21 22 23 24 25 26 27

Consumed and Generated Over Time
Consumed | Generated

900 kWh Generated per Day
900 kWh
21 22 23 24 25 26 27

Tenant Log Out

Insights
21-27 Jan 2020

Savings
▲ 10% (my avg. 91 €)
100 €

CO₂ Avoided
▲ 10% (my avg. 45 kg)
50 kg

Self Sufficiency
▲ 10% (my avg. 2.9%)
3.2%

1.285 kWh Consumed per Day
▼ 10% (my avg. 1.414 kWh)
1.414 kWh
1.285 kWh
21 22 23 24 25 26 27

900 kWh Generated per Day
900 kWh
21 22 23 24 25 26 27

Device Monitoring
Last updated 28 Jan 2020 at 15:27:01 Refresh

Project: All | Plant: All | Device Type: All

Device ID	Device Type	Project	Plant	Status
123	Gateway	Torstrasse 8	1	No connection
124	Inverter	Körtestrasse 20	2	Firmware failure
125	Power Sensor	Kiehluer 67	3	Active
126	Inverter	Torstrasse 8	1	Active
127	Inverter	Torstrasse 8	1	Active
128	Inverter	Torstrasse 8	1	Active
129	Inverter	Torstrasse 8	1	Active
130	Inverter	Torstrasse 8	1	Active

Housing Company Admin [Log Out](#)

Device Monitoring
Last updated 28 Jan 2020 at 15:27:01 Refresh

Project: All | Plant: All | Device Type: All

Device ID	Status
123	No connection
124	Firmware failure
125	Active
126	Active
127	Active
128	Active

SOLARGENIUS
DEVICE CONFIGURATION

The image displays two views of a device configuration interface, one on a desktop monitor and one on a smartphone, both branded with the "solar genius®" logo.

Desktop View: The main title is "Devices Configuration". It includes filters for "Project All" and "Plant All", and a blue "+" button. The table lists 135 devices with columns: Device ID, Device Type, Company, Project, and Plant. The data shows a mix of Gateway, Inverter, and Power Sensor types across three companies (Company 1, Company 2, Company 3) and four projects (Torstrasse 8, Körtestrasse 20, Kiehlufer 67). A sidebar on the left shows navigation links: Insights, Device Monitoring (3 notifications), Configuration (selected), Projects, Devices (selected), Users, My Account, and Privacy & Legal. At the bottom left is "Auxolar Admin Log Out".

Device ID	Device Type	Company	Project	Plant
123	Gateway	Company 1	Torstrasse 8	1
124	Inverter	Company 2	Körtestrasse 20	2
125	(Power Sensor)	Company 3	Kiehlufer 67	3
126	Inverter	Company 1	Torstrasse 8	1
127	Inverter	Company 1	Torstrasse 8	1
128	Inverter	Company 1	Torstrasse 8	1
129	Inverter	Company 1	Torstrasse 8	1
130	Inverter	Company 1	Torstrasse 8	1
131	Inverter	Company 1	Torstrasse 8	1
132	Inverter	Company 1	Torstrasse 8	1
133	Inverter	Company 1	Torstrasse 8	1
134	Inverter	Company 1	Torstrasse 8	1
135	Inverter	Company 1	Torstrasse 8	1

Mobile View: The title is "Devices Configuration". It includes a blue "+" button and a share icon. The table lists 135 devices with columns: Device ID and Device Type. The data is identical to the desktop view, showing a mix of Gateway, Inverter, and Power Sensor types across three companies (Company 1, Company 2, Company 3) and four projects (Torstrasse 8, Körtestrasse 20, Kiehlufer 67).

The Hero 25FPS

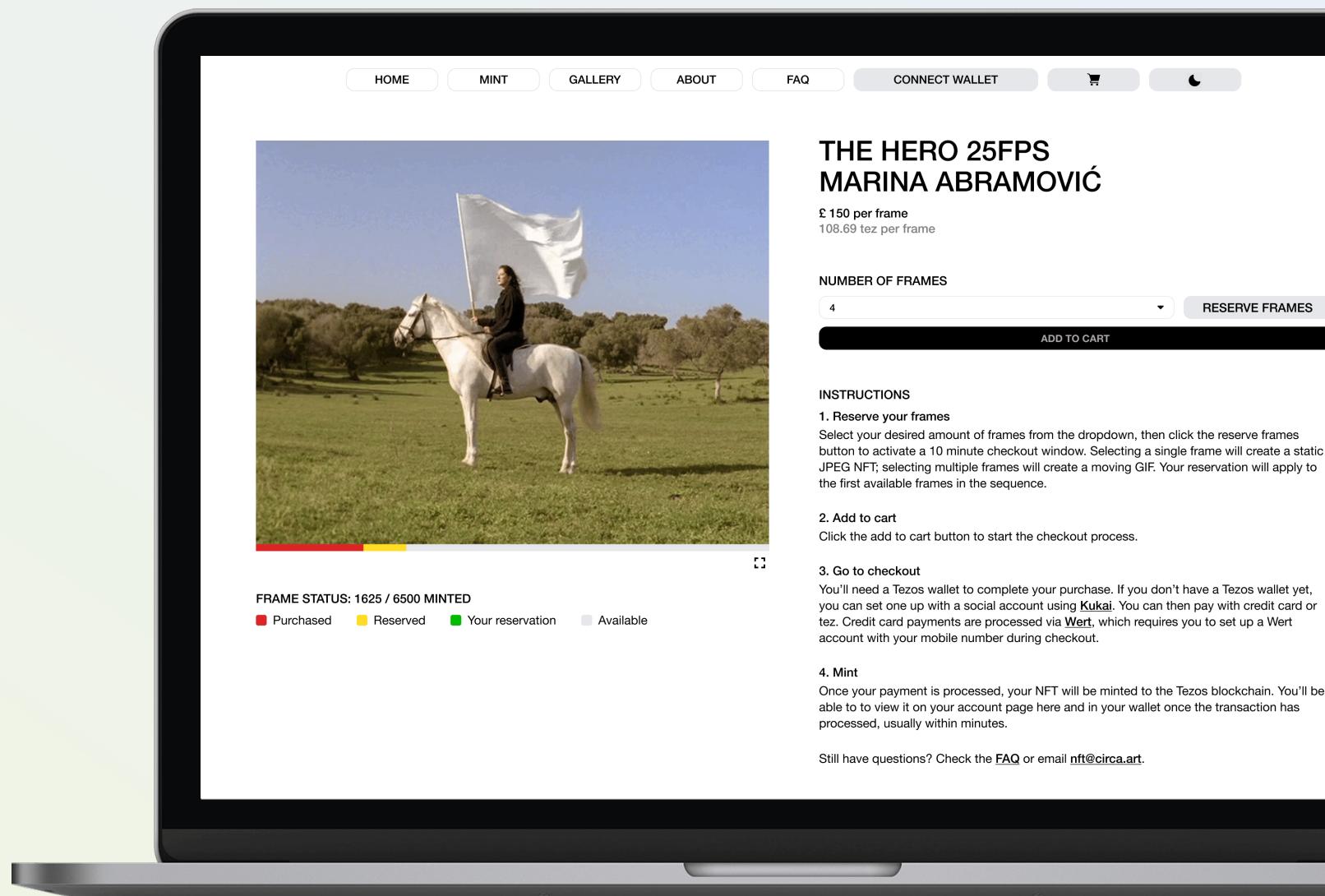
NFT-based performance piece in collaboration with Marina Abramović

TYPE NFT-based artwork
E-commerce

ROLE Design Lead (team of 2)

BACKGROUND Marina Abramović is a performance artist known for her groundbreaking experiments in the domain. In *The Hero 25FPS*, she used the blockchain as a performance medium: collectors were invited to create GIFs of stills from *The Hero*, her 2001 video piece, and mint them as unique NFTs, co-creating an immutable time-based record of the piece. As the technical integrator, our team was tasked with the project's design and development.

GOAL Translate the artistic concept into a usable, enjoyable website where collectors can easily participate in the performance piece by minting an NFT.



Proof-of-concept

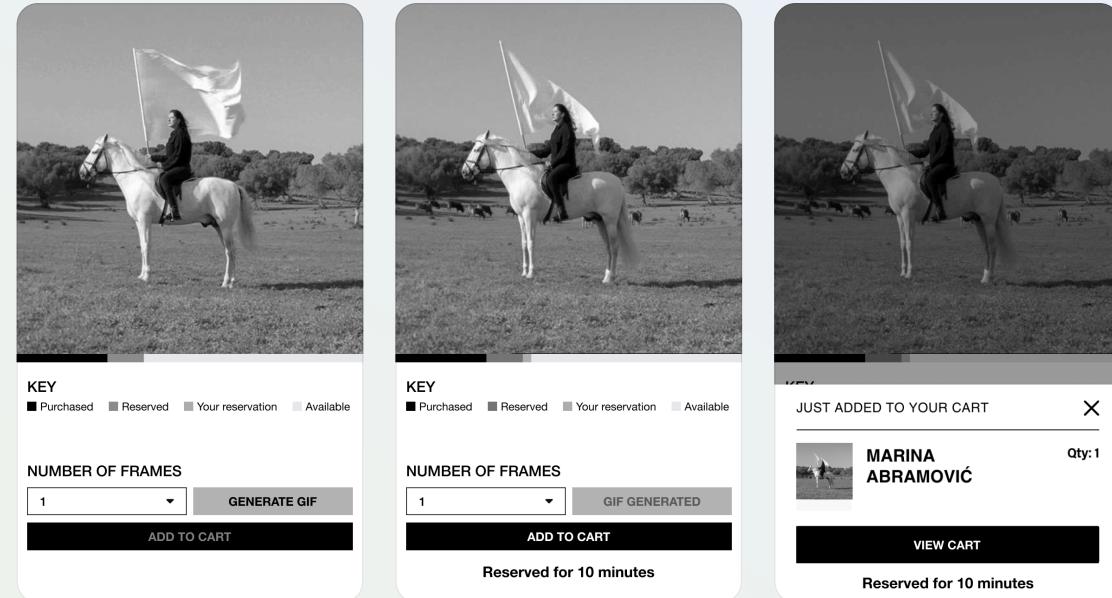
As a team, our first step was to make proof-of-concept prototypes to align with the client on features, functionality, and flows.

I collaborated with our lead developer on the GIF generator, experimenting with interface feedback, frame limits, and reservation windows. I also drafted app flows and a wireframe prototype to talk through with the client.

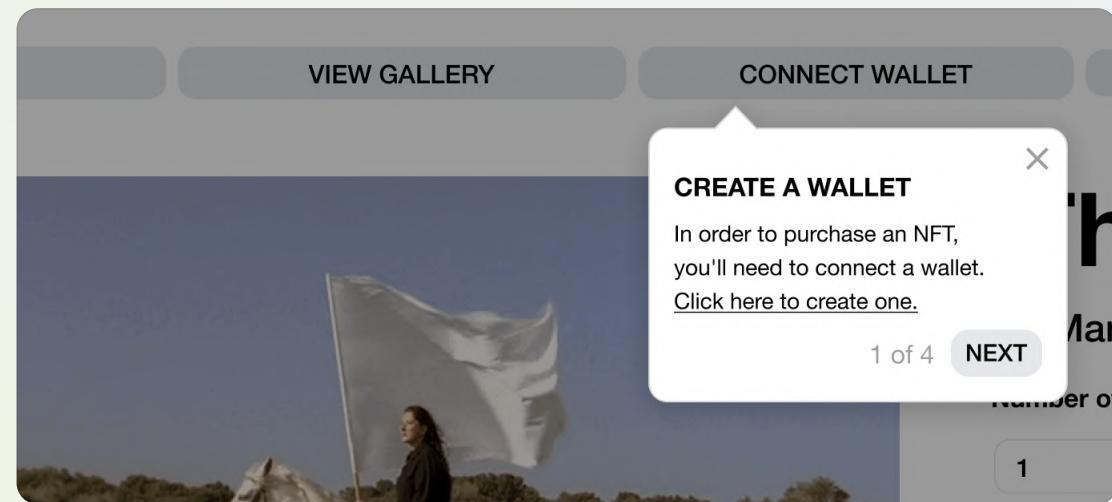
Considering the details & new blockchain users

The client had no major revisions, so we began to out the details. Together with a production designer, I finalized the user flows, then oversaw the creation of high-fidelity screens and a working design system. To this end, I reviewed designs for clarity and consistency and gave guidance on blockchain best practices and constraints.

One of the biggest questions at this stage was how to best handle new blockchain users. We decided to use traditional e-commerce patterns (including cart and checkout), allow for wallet connection late in the flow, and incorporate blockchain onboarding content.



In the GIF prototype, users (1) selected the number of frames, (2) generated the GIF to reserve, and (3) added to cart to start the purchase flow



Onboarding modals guided users through new blockchain concepts

Testing for clarity

We conducted user tests to validate our designs, focusing particularly on instructions, GIF generation, and payment. I wrote and conducted the tests, then synthesized results and defined next steps in collaboration with the production designer and developers.

Some test participants took awhile to get their bearings with the GIF generation, wallet creation, and payment, so we made a couple of adjustments for clarity. We added step-by-step instructions to the NFT minting page, and provided contextual information on third party payment integrations into the flow so users knew what to expect.

Adapting to changing requirements

There were a few late-stage feature additions during the development process, including an early access allow list for VIPs. In order to stick to the release timeline, we cut and simplified some non-essential features, like onboarding modals and optimistic loading for newly-minted NFTs. As the lead designer, I worked closely with the developers through this process to negotiate changes and modify designs.

NUMBER OF FRAMES

4

RESERVE FRAMES

ADD TO CART

INSTRUCTIONS

1. Reserve your frames

Select your desired amount of frames from the dropdown, then click the reserve frames button to activate a 10 minute checkout window. Selecting a single frame will create a static JPEG NFT; selecting multiple frames will create a moving GIF. Your reservation will apply to the first available frames in the sequence.

We added step-by-step instructions on the minting page in response to testing



THE HERO 25FPS [2500 - 2504]

Expanding the concept of time-based media for a digital audience, The Hero 25FPS NFTs by Marina Abramović is released in collaboration with CIRCA on the energy efficient Tezos blockchain.

Contract	Editions	Royalties	MIME type
KT1RJ...dyton	1	15%	GIF
Token ID	Mint Date	IPFS link	
Pending	Pending	Pending	

An optimistically-loaded NFT page showed some details while the transaction was still processing. This was technically complex, and was cut when requirements changed

THE HERO 25FPS RESULTS

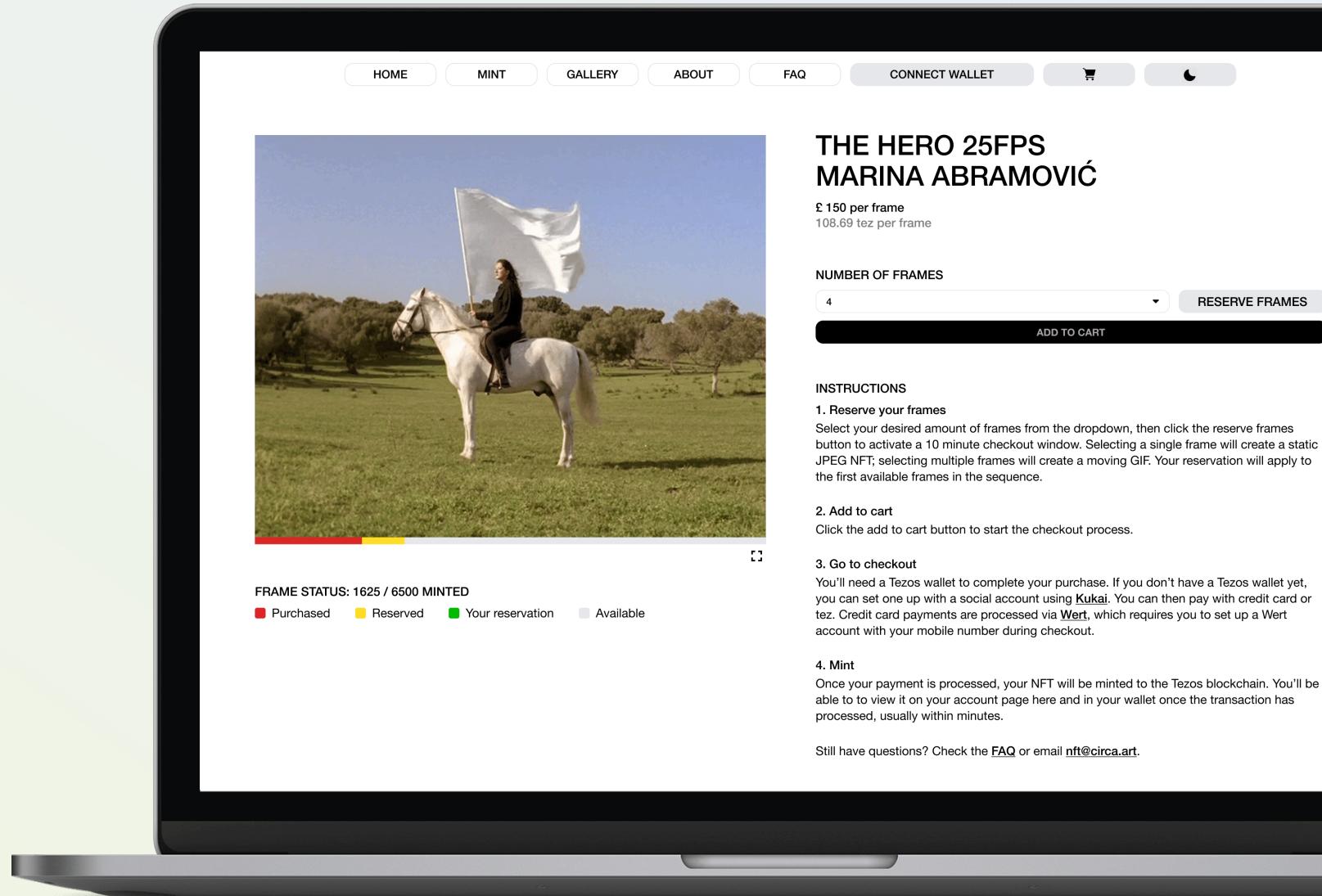
A successful release of a novel project

We released the *The Hero 25FPS* to high demand. As a part of the release team, I helped monitor site functionality and online feedback, and helped troubleshoot issues in real-time.

1,186
NFTs MINTED

£ 675,000 +
TOTAL SALES

£ 67,500 +
RAISED FOR THE
HERO 25FPS GRANTS



HOME MINT GALLERY ABOUT FAQ CONNECT WALLET



THE HERO 25FPS
MARINA ABRAMOVIĆ

£ 150 per frame
108.69 tez per frame

NUMBER OF FRAMES

4 ADD TO CART

INSTRUCTIONS

1. Reserve your frames
2. Add to cart
3. Go to checkout
4. Mint

Once your payment is processed, your NFT will be minted to the Tezos blockchain. You'll be able to view it on your account page here and in your wallet once the transaction is processed, usually within minutes.

Still have questions? Check the [FAQ](#) or email nft@circa.art.

FRAME STATUS: 1625 / 6500 MINTED

Purchased Reserved Your reservation Available

CONNECT WALLET



FRAME STATUS: 1650 / 6500 MINTED

Purchased Reserved Your reservation Available

INSTRUCTIONS

1. Reserve your frames

Select your desired amount of frames from the dropdown, then click the reserve button to activate a 10 minute checkout window. Selecting a single frame will mint a static JPEG NFT; selecting multiple frames will create a moving GIF. Your reservation will be held for 10 minutes. Your NFT will be minted to the Tezos blockchain once payment is processed, usually within minutes.

NUMBER OF FRAMES

1 ADD TO CART

BACK

CHECKOUT

Account

ADDRESS tz1TS...BGypo ⓘ

Payment

CREDIT CARD TEZ

Credit card payments are processed via [Wert](#). You'll be asked to set up a Wert account using your phone number.

Purchases via Wert will be charged in USD. Purchases over \$1010 require you to upload verification documents, including a passport and bank statements.

Need help? Read the [FAQ](#).

PAY VIA WERT

Summary



The Hero 25FPS [2500 - 2503]

Marina Abramović

Frame count: 4

Price per frame: £ 150 (108.69 tez)

Media type: GIF

Frames reserved for 9M 54S

Total £ 600 (434.76 tez)

2022 CIRCA

Cookie Policy

GDPR Data Policy

Privacy Policy

Terms of use

BACK

Summary



The Hero 25FPS [2500 - 2503]

Marina Abramović

Frame count: 4

Price per frame: £ 150 (108.69 tez)

Media type: GIF

Frames reserved for 9M 54S

Total £ 600 (434.76 tez)

Account

HOME MINT GALLERY ABOUT FAQ CONNECT WALLET



THE HERO 25FPS [2500 - 2503]
MARINA ABRAMOVIĆ

DOWNLOAD TRANSFER

SHARE ON TWITTER VIEW ON OBJKT

Expanding the concept of time-based media for a digital audience, The Hero 25FPS NFTs by Marina Abramović will be released in collaboration with CIRCA on the energy blockchain.

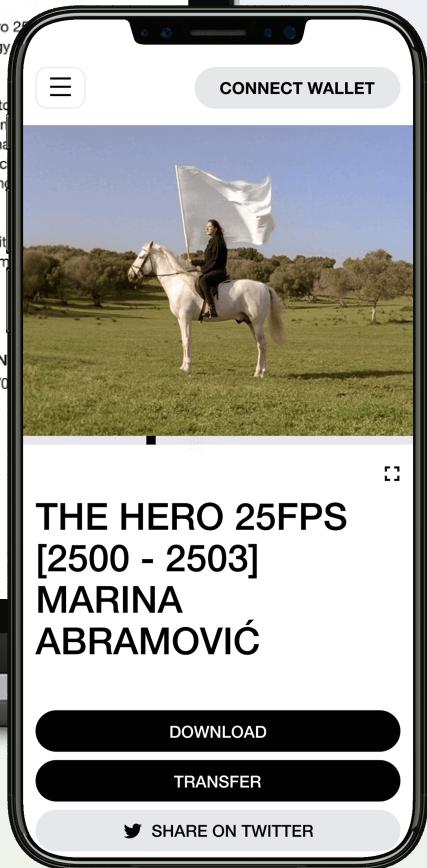
Marina Abramović is perhaps the most famous performance artist working today. Following her first performance in the Web3 space, Abramović is revisiting one of her most iconic performances and autobiographical works. Filmed at 25 frames per second, unreleased material from her 2001 performance "The Hero" has been separated into thousands of unique single frames, each dramatically influenced by "the wind, the flag – they danced together, moving like a single organism," as described by the artist in a recent interview with ArtNews.

Featuring never before seen footage from her archive, audiences will be invited to purchase either a single unique frame (.JPG) or multiple unique frames (.GIF) to determine the price of the NFT. The Hero 25FPS is minted on the blockchain.

EDITIONS	ROYALTIES	MEDIA TYPE	MIN PRICE
1	10%	GIF	16/0

TOKEN ID: #12 IPFS LINK: [QmcUt...](#) CONTRACT: [KT1RJ...dvt0n](#)

CONNECT WALLET



Pamono Mobile App

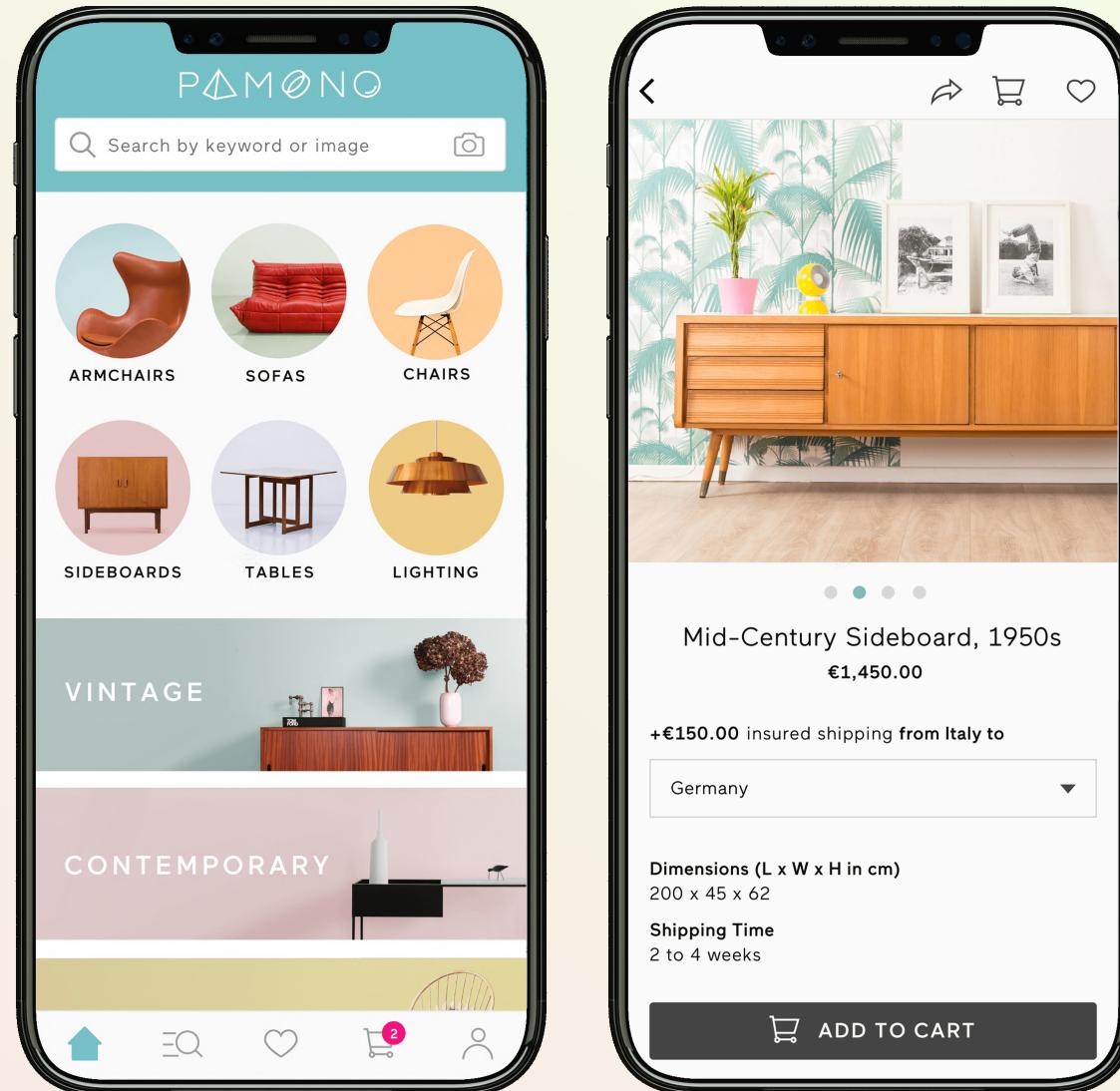
A new native app built on lessons from the web

TYPE E-commerce mobile app

ROLE Design Lead (team of 2)

BACKGROUND Pamono is an e-commerce marketplace for furniture. Historically, traffic — and development efforts — had been desktop dominated, and mobile performed 3.4x worse than desktop. As mobile traffic eclipsed desktop over the years, improving the mobile experience became a top priority. To take advantage of performance improvements, native functionality, and CRM opportunities, the team decided to build an app.

GOAL Develop a clear, easy-to-use, enjoyable mobile experience so that users can find and purchase what they're looking for, and are driven to return for future purchases.



Collating research

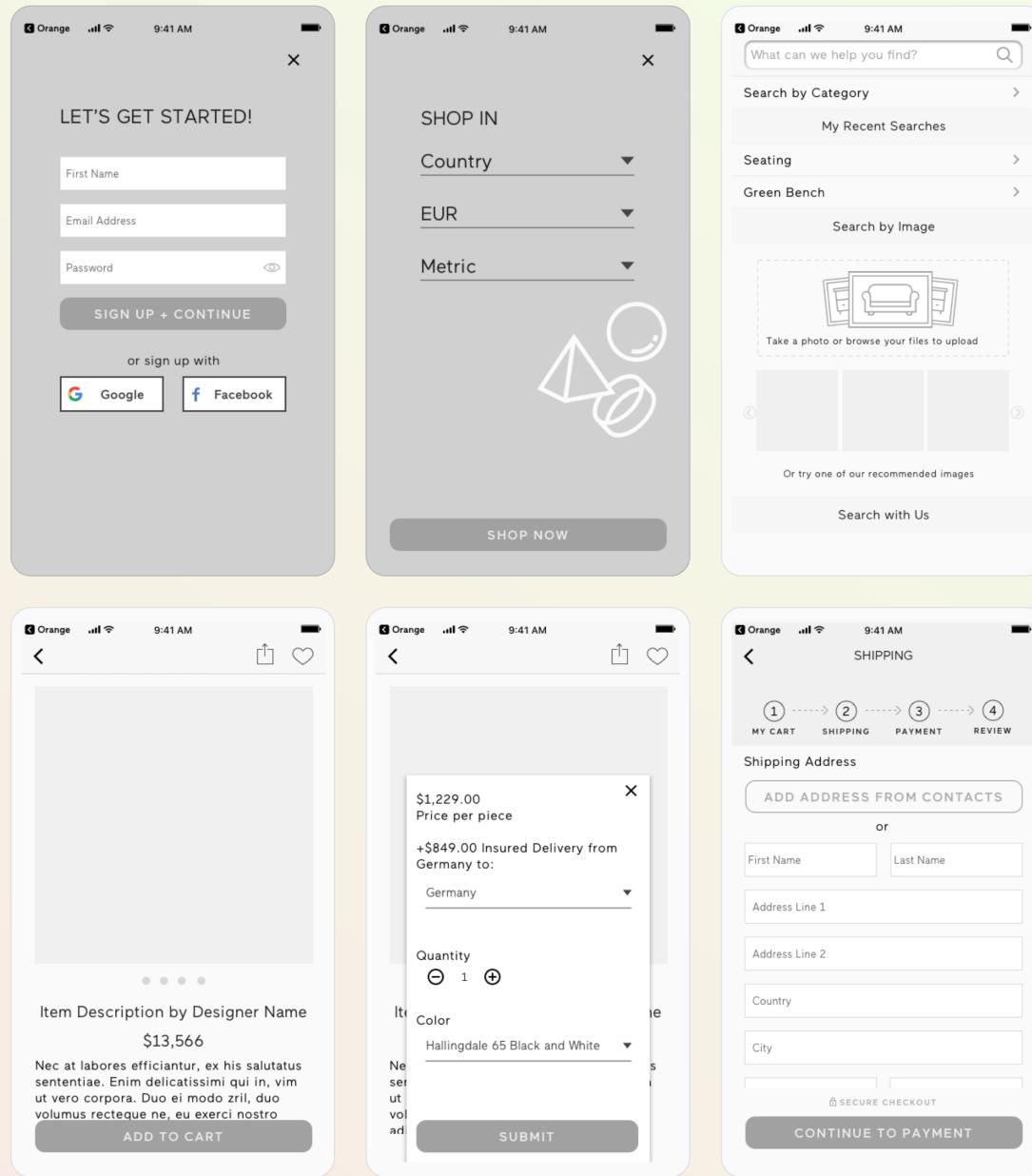
To kick off the project, I collated existing site data and qualitative feedback to surface trouble spots in the flows. We used this as a starting point to understand the key points of improvement from the user perspective.

One of the biggest focus areas was search and product discovery. Users who searched were 5x more likely to purchase, but our mobile search experience was limited: the UI was clunky, loading was slow, and it wasn't possible to filter results.

Proposals for key flows

Combining research with stakeholder requests, we sketched out proposed flows and wireframes for key areas, including account creation, search, and checkout. We reviewed our drafts with stakeholders to make sure we were aligned.

As the lead designer, I made sure that user flows were direct, information architecture was clear, and that we were incorporating native functionality where relevant. With my institutional knowledge, I was able to give feedback on which design solutions were the most feasible with our technical infrastructure.



Wireframes for key flows, including onboarding and account creation, search, adding a configurable product to cart, and checkout

High fidelity details

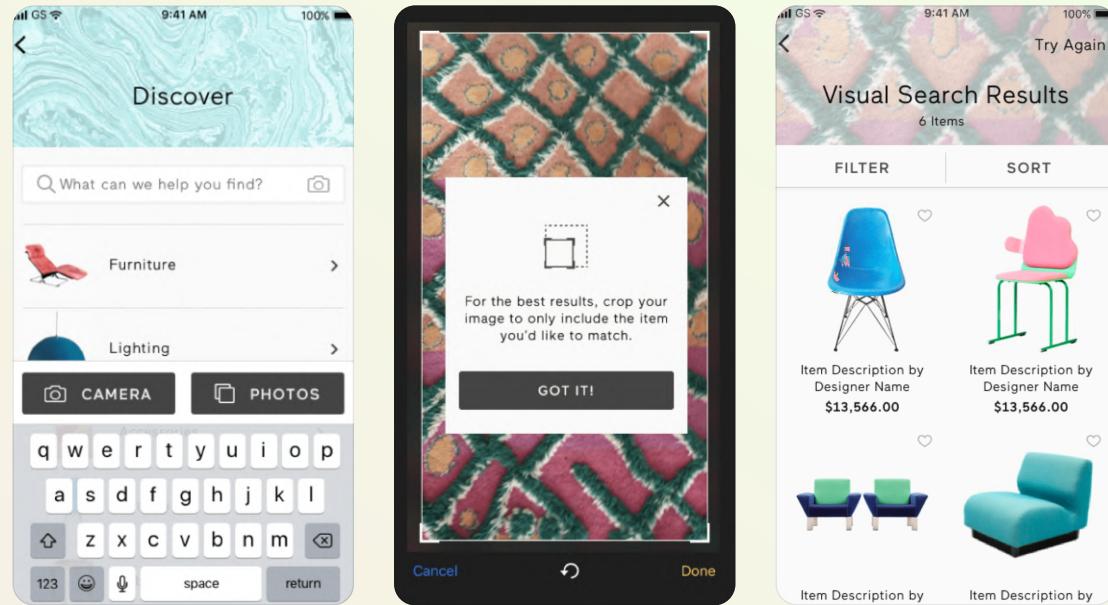
Once the general direction was confirmed, we fleshed out the details, defining all cases of user flows, drafting high-fidelity screens, and developing a working style guide.

As the lead designer, I checked that flows were direct, robust against edge cases, and addressing known issues. We took this opportunity to refresh the brand, so I provided creative direction and made sure the UI built a consistent world via styles, transitions, and depth.

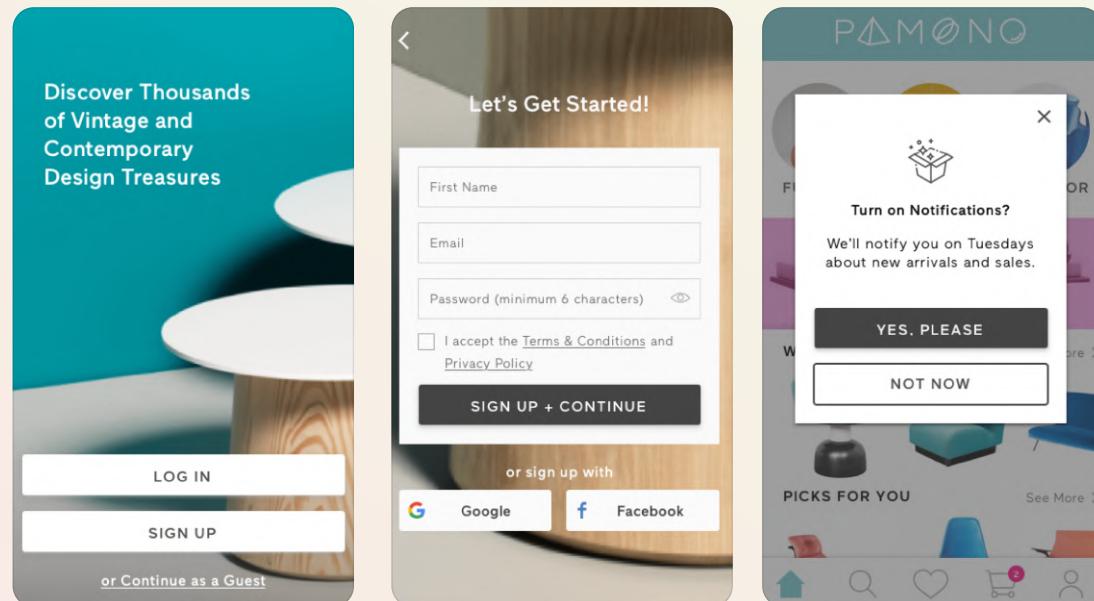
Testing on iOS & Android

We built iOS and Android versions of the app and ran two rounds of user testing to validate the designs. I wrote the tests, then conducted them and determined next steps with the product manager and production designer.

There were a few key areas of change. Mandatory account creation, a request from Marketing, was cut after it got universally negative feedback. We also merged the search and browse by category flows, creating one discovery tab from which users could do both.



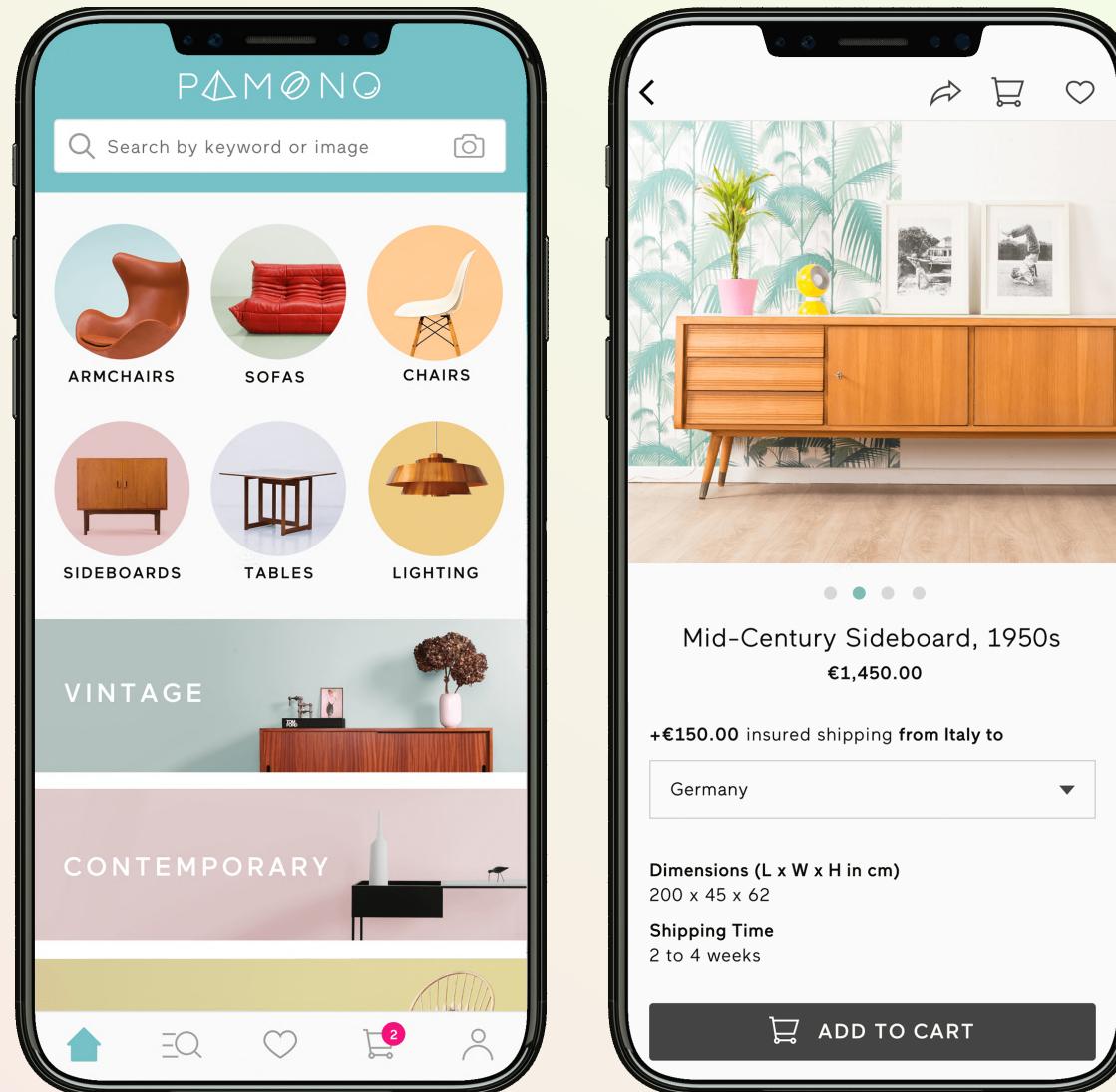
Search and browse by category were both accessible from the discovery tab. Visual search was a key new feature introduced in the app.



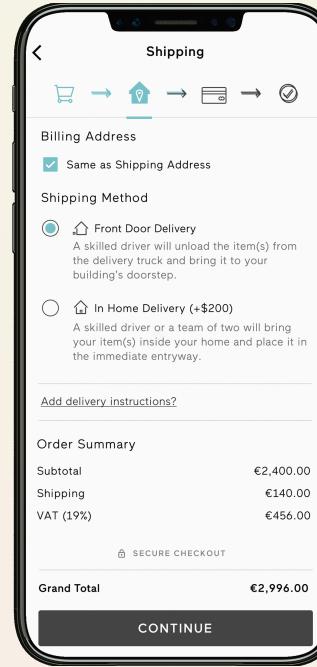
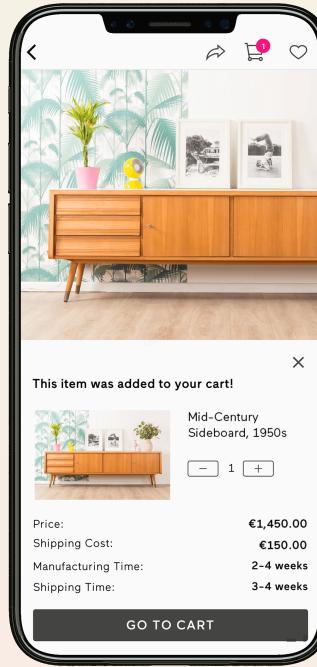
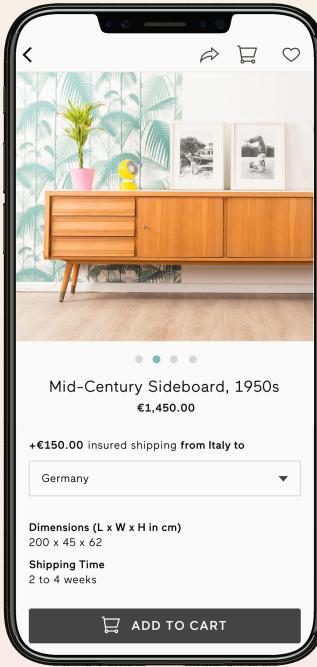
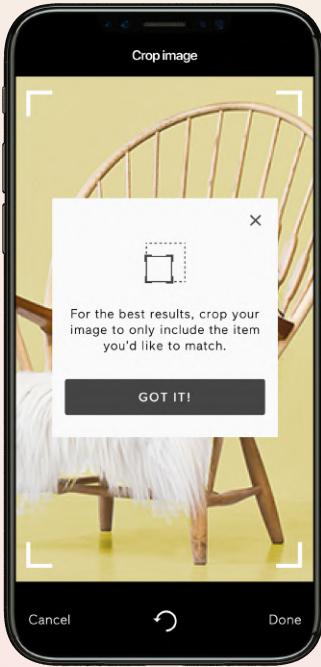
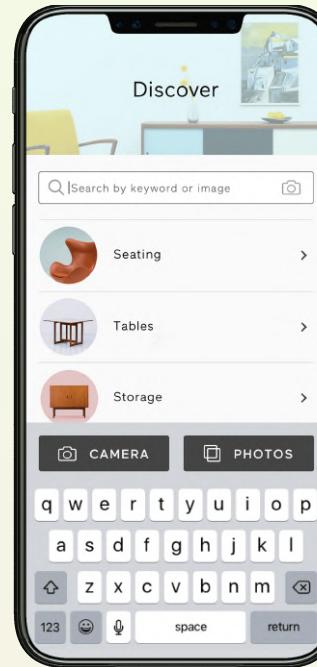
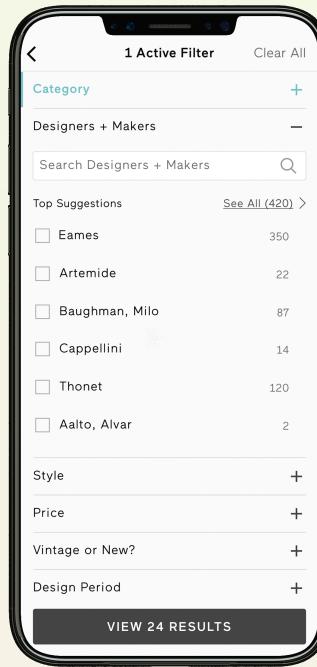
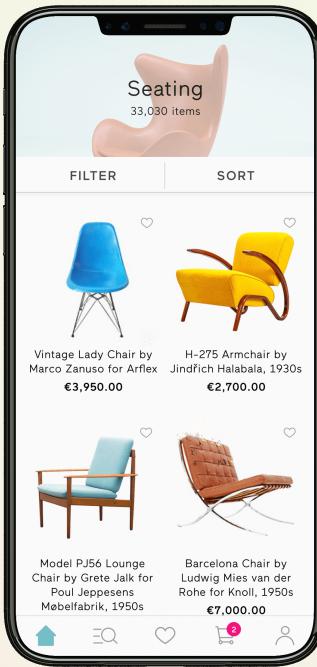
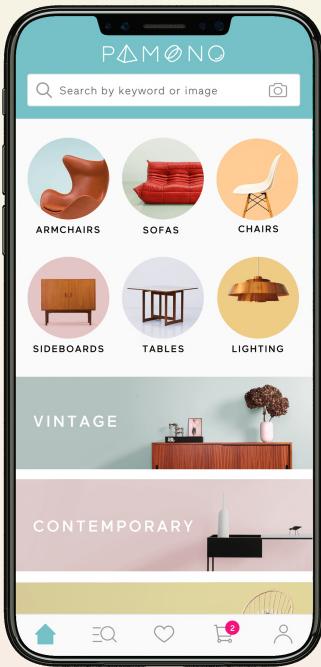
Mandatory account creation was cut after negative feedback in user tests

A refreshed mobile experience

In collaboration with the product manager, I developed an evaluation framework to track the app's success, which included top-level KPIs and event tracking for specific features. We set up corollary tracking on the mobile site so we could directly compare design solutions and take lessons from one to the other. The app was released in 2020.



PAMONO MOBILE APP
KEY SCREENS



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Thank you

